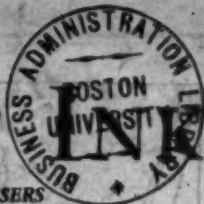


PRINTERS'

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS



VOL. CLXXIII, No. 2 NEW YORK, OCTOBER 10, 1935 10c A COPY

SHEFFIELD FARMS MILK FLOWS... SALE GROWS

EVERY DAY—in some part of metropolitan New York, in Jersey, in Westchester County, in Long Island and in nearby Connecticut—it's happening. Early risers and late retirers are rubbing their eyes, taking a second look and saying, "I see the Joneses are taking Sheffield Farms Milk now. By George, it's a great outfit—Sheffield Farms."

There are many reasons why Sheffield Farms SEALECT Milk is appearing on new doorsteps—careful selection of herds—modern management of fresh milk—the fact that it is produced and watched over by the company that pioneered in pasteurization, graded milk, certified milk and many present-day practices that guardians of the public weal have enacted into state laws.

Millions of users now know the goodness of "the milk that tastes like cream." And N. W. Ayer & Son, Inc., is enthusiastically busy, converting non-users to this same understanding. New milk routes and growing old ones show that our work is well planned and executed.



N. W. AYER & SON, INC.

Advertising Headquarters
Washington Square, Philadelphia
New York • Boston • Chicago
San Francisco • Detroit • London
Montreal • Buenos Aires • São Paulo



"Let's get down to facts, stranger . . ."

"It takes advertising in The Des Moines Register and Tribune to catch them that big."

The more than quarter million circulation reaches the Top-Third of Iowa's potent spending power at lowest milline rates in Iowa . . . a hook that always pulls sales!



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PRINTERS' INK

NEW YORK, OCTOBER 10, 1935

This Week

LET owners of trade-marks listen sharply to the first faint clatterings of a new racket—a politicians' racket that promises embarrassment and expense to many manufacturers.

This week, C. B. Larrabee examines the beginnings of the **trade-mark shake-down**. He gauges the extent of its spread. He points out, with dollar-signs, the extent to which it would gouge trade-mark owners as, avoiding the political kick-backs of direct taxation, it would help refill the treasuries of hard-up States.

Incidentally, the idea isn't new. State registration of trade-marks was mandatory in California as long ago as 1909.

But now the notion appears in modernized form, more highly embellished and more definitely dangerous.

From Oak Hill Farm, near the Buffalo that is in Kansas, F. B. Nichols reports: "A moderate but steady stream of money is flowing to factories in the East." His neighbors are buying tractors and threshing machines and new roofs and refrigerators—especially refrigerators. The refrigerators interest Mr. Nichols, who is interested, also, in the broader aspects of what he knows to be a **revival of rural buying**.

For the conventional, flesh-and-blood, beef and hoorah sales convention, suggests Don Gridley, you might substitute the **convention-by-mail**. Reason No. 1: economy. Reason No. 2: easier management. The advantages are numerous and important—and Mr. Gridley points

them out. Here is something earmarked for the attention of all convention-stagers and particularly for the attention of sales executives who don't stage conventions but ought to.

Carrying forward an inquiry into the ways to carry oneself **forward in advertising**, Robert L. Hutton, Jr., who already knew enough about advertising to know that the situation indicated a survey, asked nine advertising men about training. He presents the answers of J. Stirling Getchell, Lee H. Bristol, F. B. Ryan, Albert D. Lasker, Allyn D. McIntire, Paul Hollister, Kenneth Collins, Irving Price and Harford Powel.

In abundance there is power. An abundant display of food tells the observer that the food is good. Knowing this fact, along with many other facts, the Minnesota Valley Canning Company has been able to persuade its **dealers to display**, abundantly and intelligently, the company's products. Sales manager Ward H. Patton tells how.

For whatever success the Federal Housing Administration has been able to attain, credit, not the banks, but the building-industry manufacturers. Through Eldridge Peterson, R. G. McCoy, advertising manager of the Ruberoid Company, tells how his concern developed a **seven-key program for dealers**.

One way to sweeten a State treasury is to think up new kinds of **taxes**. Another way is to collect taxes that are delinquent. The sec-

ond method has been working, successfully, in Michigan. The instrument is advertising. Says Governor Frank D. Fitzgerald: "We are advertising, just as the merchant and manufacturer do."

* * *

More about that **new idea**: Here's a man—Kent R. Costikyan, of the Platt-Forbes Agency—who has dealt in ideas long enough to know that (1) most men are honest and (2) there are simple methods to safeguard both sides in every idea transaction. Among other questions, Mr. Costikyan answers this one: How can an idea be protected after it is divulged?

* * *

In Chicago next week a Federal judge will undertake to unsnarl the knotted affairs of the **Goodwin Plan**. Each group vigilant, at least two groups of interests will ask to be heard on a petition for bankruptcy—the subscribing manufacturers and the creditors. Possible solution: a compromise.

* * *

For magazine advertising in

September, P. I. Advertising Index registers a drop, under September of '34, of only 1.1—a smaller decline than that of any of the three preceding months.

* * *

Add to the list of **Forgotten Men** the dealer who hasn't been told, in full, about that **consumer contest**. Add to the list of **Remembered Men** every dealer of the Selby Shoe Company. Selby makes sure. And the means of making sure is ready at hand—the "Selby Shoe News." See "All Plain to the Retailer."

* * *

And here's a new angle for prize **contests for salesmen**: Pushing a group of special-combination offers, E. R. Squibb & Sons devised a scale by which, as salesmen's sales increase, so increase their respective numbers of chances in a guessing contest—a free-for-all in which the men will estimate the total number of units sold, by all distributing houses, of five Squibb products.

CONTENTS

For Revenue Only.....7 C. B. LARRABEE	Advertising Collects Taxes.....69
Rural Buying Revives.....15 F. B. NICHOLS	An Editor on Humanity.....72
Conventions by Mail.....21 DON GRIDLEY	Good Business Letters.....73
The Way Up in Advertising....37 ROBERT L. HUTTON, JR.	Protecting an Idea.....83 KENT R. COSTIKYAN
Displays Aid Personal Selling...49 WARD H. PATTON	All Plain to the Retailer.....90
I See Where.....59 G. M. S.	Editorials.....92
A Seven-Key Dealer Program...65 R. G. MCCOY	October Magazine Advertising..96
	P. I. Advertising Index.....103 L. D. H. WELD
	The Little Schoolmaster's Classroom.....104

Index of advertisers page 110



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RHODE ISLAND *manufacturing* EMPLOYMENT *climbs to* 1930 LEVEL

The average number of workers in manufacturing industries in Rhode Island for 1935 has climbed back to the 1930 level and at the end of August was larger than at any time since April, 1930.

With the month of August showing an increase of nearly 11 per cent. over August of last year, employment gains are well distributed throughout the cities and towns of the state, thus bringing general improvement to buying power and increased opportunity for sales in this active, compact area.

Such conditions prevailing, it is little wonder that Journal-Bulletin advertisers find Rhode Island responsive. If you too seek action in a profitable market, turn to Rhode Island and the advertising columns of its leading papers.



Providence Journal-Bulletin

CHARLES H. EDSON, CO.
NEW YORK
J. J. BOWEN, CO.
NEW YORK



TODAY The Journal has the largest home-delivered circulation in Milwaukee newspaper history. Net paid average in September gained 14,939 daily and 19,835 on Sunday over a year ago.

THE MILWAUKEE JOURNAL
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H. J. GRANT, Publisher

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For Revenue Only

Will State Legislatures Turn to Trade-Marks as Fruitful Source of Heavy Taxation?

By C. B. Larrabee

AT its last session, the Nevada State Legislature passed a bill for mandatory trade-mark registration in that State. Similar bills were before the Legislatures of New Jersey, New York and Maryland, but were not passed before adjournment.

Several groups of advertisers, suddenly awakened to the dangers of this type of legislation, induced the Governor of Nevada to veto his State's bill. Most manufacturers of trade-marked merchandise, however, are not aware that the Nevada incident is possibly only one of the early phases of a movement

which may cost the advertisers of the United States millions of dollars and result in a chaotic condition that may lead to trade-mark piracy and may threaten seriously the proper development and merchandising of new products.

The original conception of trade-mark registration was to offer citizens of the United States who had created trade-marks an opportunity to protect themselves by securing better evidence of their ownership of these marks. Basically trade-mark legislation was as much a protective measure as penal laws against theft of personal property of a tangible kind. Trade-mark legislation as a revenue-raising measure was far from the thought of those business men and legislators who fought to give honest business protection against infringement.

Conditions have changed. With the rapidly mounting costs of Government in the several States, legislatures and administrators have been greatly concerned about methods of raising money by taxation. Along with the rising costs of Government has come a mounting body of protests from tax-oppressed

citizens. It is not good politics to saddle the voters too heavily with direct taxation.

Thus State after State has sought new methods of raising revenue. It is reliably reported that one of the chief topics of discussion in connection with the last conference of Governors was the finding of ways and means to get new revenue without direct taxation.

Forty-six States now have some kind of trade-mark registration. According to experienced lawyers in the field no State has a really satisfactory law. Yet satisfactory registration laws are highly desirable.

Many manufacturers still overestimate the value of Federal registration. An eminent legal authority in New York tells me that the legal advantages of Federal registration are comparatively small.

"One of the main advantages," he says, "is that an American manufacturer cannot register in foreign countries without proving that he has already secured registration in the United States.

"Federal registration also has the advantage of giving a citizen of a State the right to go into a Federal

"G-MEN"

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Law enforcement, without fear or favor, never sleeping, never forgetting . . . The Easy Twenties would not have been interested. But the Depressed Thirties were. Cornered by depression and repeal, the underworld changed its direction and pursuits. Almost overnight, the citizenry's convenient Service of Supply became a punitive force, warring on its creator . . .

Agents of the law, intelligent, fearless and, above all, incorruptible . . . The underworld shivered, muttered "G-men." The headline writers did the rest.

America, sick of itself, desperately wanting something to be proud of, burst into sudden hysterical cheers. Not for a name. For a *basic idea* meeting the emotional need of the people.



TEN YEARS of painstaking selection, training and organization preceded the spectacular effectiveness of the "G-men."

Great advertising, likewise, does not spring from dreams or incantations, notwithstanding much popular belief to the contrary. Many of the greatest advertising ideas, retranslated into the original reports of scientific findings or field investigations, are as dull as "law enforcement."

But the work had been done—the facts were there—basic ideas existed, waiting for the special kind of advertising ability which could see the connection between the tedious words and some emotional need of the people.

When this ability was brought to bear, products were given a new lease on life, through advertising as effective as "G-men" in action.

The advertising record of J. Walter Thompson Company—supported by the sales records of clients—shows that the special kind of advertising ability which finds basic ideas, then uses them and *keeps using* them, has reached unusual development in this agency.

J. WALTER THOMPSON COMPANY

Court to sue another citizen of the same State. The great practical advantage of Federal registration is that the manufacturer makes a public record of his mark and that questions of right to register that necessarily involve questions of validity and ownership can be fought out more quickly and cheaply in the Patent Office.

"Under the law, however, a trade-mark right is a matter primarily of State jurisdiction."

California Had a Mandatory Law in 1909

State registration of marks is not a new thing. Even mandatory registration is not new. As far back as 1909, California passed a mandatory law which was repealed in 1911 as unjust and unsatisfactory.

Recently, however, certain interests have shown a surprising amount of diligence in the furthering of State trade-mark legislation. It is, indeed, no coincidence that such mandatory laws as have been presented in a number of States have been almost exact duplicates in wording and phrasing.

These interests, it is claimed, are actuated almost entirely by the now famous "profit motive." If mandatory registration became fashionable in all the States, millions of dollars of fees would pour into the pockets of those who would participate in securing State registration.

Mandatory registration would make it necessary for any manufacturer who wishes to do business within the limits of a State to register his mark in that State. If he does not do so, he is subject to the denial of right to do business in the State under his trade-mark. He is open to the hold-up tactics of the unscrupulous gentry who, finding that the manufacturer had not registered his mark, would register a similar mark and thus make it impossible for the manufacturer ever to get registration in the State without dealing with the original registrants of the manufacturer's own mark.

It is doubtful if State legislatures would have shown the same deep interest in mandatory legislation were they not so anxious to

find new sources of revenue. Furthermore, mandatory registration automatically means the expansion of whatever department of the State Government would handle such matters. Thus in addition to the advantage of a new method of taxation, mandatory registration offers unusual possibilities for political patronage.

One group interested in pushing mandatory registration is said to have estimated that if the Nevada law had passed it would have meant a revenue for the State of \$25,000,000 the first year and \$10,000,000 each year thereafter. Even in these days of billion-dollar Government expenditures, \$10,000,000 is no sum to be laughed at by a legislature harassed by the protests of taxpayers.

Another advantage of this method of raising money to a number of States is that only a comparatively small number of citizens will be affected. With most of the manufacturing of the United States centered in commonwealths like New York, Illinois, Massachusetts, Pennsylvania and a few others, the rest of the States would have much to gain and little to lose by raising money through what amounts to taxation of the owners of trade-marks.

For instance, how many citizens of the States of Arkansas, Arizona or Nevada would be vitally affected by mandatory registration? Very few, indeed, compared to the citizens of such States as New York and Illinois where so many manufacturing interests are centered. Mandatory registration, particularly in the non-industrial States, has a very sweet sound.

A Quick, Easy Way to Raise Money

Thus we find this condition: State legislatures, eager for new methods of raising money, are quickly turning from the conception that the purpose of trade-mark legislation is to protect the owner of the mark to a conception of such legislation as a quick, easy way to raise more money. Furthermore, the majority of the States would

(Continued on page 86)

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Bringing Galleys



FOUNDATIONS

Deep down to solid rock goes the foundation for a tower of steel and stone. Similarly, The Sun's success as an advertising medium goes down to bed-rock fundamentals . . . to the purchasing power of its readers . . . its circulation of 300,000 concentrated among the New York families who have the means to satisfy their many needs and the intelligence to appreciate good merchandise . . . a strong foundation for any campaign in the New York market.

The  Sun

*The Newspaper of Distinction in its Readers,
its News and its Advertising*

NEW YORK

Prizes Indirect

WITH reason, food merchants in Washington, D. C., hope that their customers can: (1) taste with discrimination; and (2) write with clarity and force and charm and persuasiveness.

With reason, many a Washington grocer hopes that out of the sardines he dispenses there may bloom at least one sonnet, or out of the onions at least one ode, or out of the pickles at least one panegyric.

For a panegyric, first-class and grade-A will win for some lucky provisioner a grade-A Packard.

With a view to stirring up interest in its food products, which range from condiments to corned-beef hash, the mellow firm of Crosse & Blackwell is offering, in Washington, two-way prizes for tasting-and-writing.

To the customer who, fired and inspired by a bite or a nip or a snip of a Crosse & Blackwell creation, turns out the most moving testimonial, Crosse & Blackwell will award a Packard, and to the author of the second-best a fur coat, and to the author of the third-best, a radio.

But the grocers write not at all. To each of them is left only hope—the hope that among his customers there is one with a sufficient command of language—and Lord knows most of them know enough words!—to win one of those awards. For, as the customers win, so win the grocers, prize for prize.

Crosse & Blackwell's newspaper copy, announcing the contest, imposes the condition that, to qualify, testimonials must be suitable "for later use in advertising."

♦ ♦ ♦

Whitney, Advertising Manager, "House & Garden"

Charles E. Whitney, formerly vice-president and advertising manager of *House Beautiful*, becomes advertising manager of *House & Garden*, New York, effective October 14. On that date Mrs. Margaret Dargan becomes editor of *House & Garden's* merchandising service department. She was previously an associate editor of *The Ladies' Home Journal*.

♦ ♦ ♦

With Marschalk & Pratt

Curt Peterson has been appointed radio director of Marschalk & Pratt, Inc., New York agency. For the last four years he has been assistant program manager of NBC.

♦ ♦ ♦

Appointed by Kudner

Arthur Kudner, Inc., New York agency, has appointed Robert Copeland as manager of its Detroit office, and Frank Getty as manager of its Washington, D. C., office.

♦ ♦ ♦

Joins McCann-Erickson

A. S. White, formerly with the Campbell-Ewald Company and Frederick & Mitchell, Inc., has joined the Chicago copy staff of McCann-Erickson, Inc.

♦ ♦ ♦

WTAM Appoints Ferguson

R. L. Ferguson, formerly with WINS, New York, is now general sales manager of WTAM, Cleveland.

Frank C. Hamilton Heads St. Louis Club

The Advertising Club of St. Louis has elected the following officers to serve a term of one year: Frank C. Hamilton, president; Arthur E. Kaye, first vice-president; C. Gordon Hertslet, second vice-president; J. L. Van Volkenburg, third vice-president; Robert C. Adams, treasurer; and George W. Coombes, secretary. Eight new board governors were also elected to serve a term of two years. They are: H. J. Echele, Gus J. Lehleiter, Robert D. Lewis, Ray Maxwell, Douglas Murphey, Fred E. Winsor, Louis A. Zimmermann and Mr. Hertslet.

♦ ♦ ♦

Has Dermalab Account

Dermalab, Inc., Winnetka, Ill., has appointed Needham, Louis & Brorby, Inc., Chicago, as advertising counsel. Products to be advertised include Nac, a skin cream; Nac-Fac, an oatmeal preparation for the skin, and Nac-Pene-spray, a scalp treatment.

♦ ♦ ♦

Directs Bon Ami Sales

J. A. Nelson has been appointed sales manager of the Bon Ami Company, New York. He has been credit manager and is succeeding in this position by his assistant, E. O. Regelmann.

♦ ♦ ♦

T. L. Masson, Jr., Advanced

Thomas L. Masson, Jr., formerly New England manager of *House Beautiful* and *Town & Country*, has been made Eastern advertising manager of *House Beautiful*, New York.

A New September Record WEEKDAY NET PAID SALE

**In September the week-
day net paid sale of The
New York Times averaged**

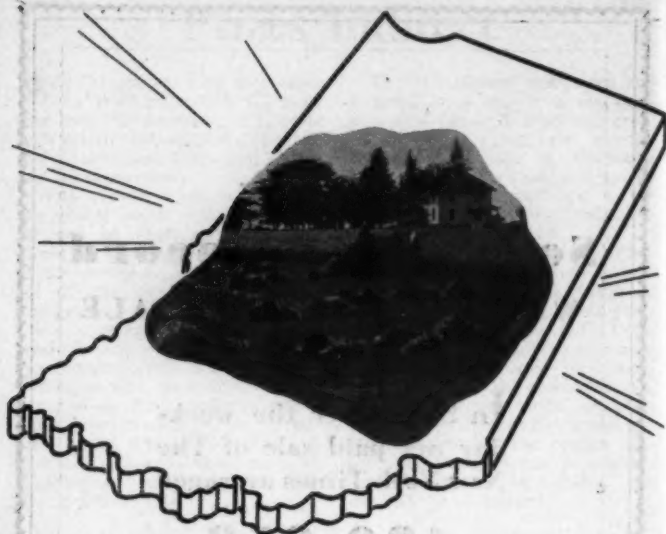
480,658

**This was a gain of 22,479
over September, 1934, and
a new high record for any
September.**

**The Sunday net paid sale
averaged 706,558 copies for
the 12 months ended Sep-
tember 30.**

The New York Times

"ALL THE NEWS THAT'S FIT TO PRINT"



Bright Spot ON THE SALES MAP

Central Indiana farm families are in better financial condition than they have been in eight or ten years. Already, increased farm income is reflecting itself in increased retail sales in Indianapolis and scores of cities and towns throughout the Indianapolis Radius.

Here is a market able to buy—and buying. A market that offers ample reward for aggressive advertising effort. Cultivate it now through its great productive newspaper . . .



THE INDIANAPOLIS

News

sells **THE INDIANAPOLIS RADIUS**

New York: Dan A. Carroll, 110 E. 42d St. Chicago: J. E. Lutz, 180 N. Mich. Ave.

NEWSPAPER ADVERTISING IS POINT-OF-SHOPPING ADVERTISING

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Rural Buying Revives

And It Isn't Wholly Due to AAA Activities, Either, as This Story from Kansas Shows

By F. B. Nichols

Oak Hill Farm, Buffalo, Kansas

A BUSINESS student of the school which believes that a general resumption of buying is the only project that will restore national prosperity would be overjoyed if he were to conduct a commercial survey in our rural community. For the farmers in this neighborhood (West Buffalo, northwest of Buffalo, in South-eastern Kansas) are purchasing many of the durable products they have so long needed. A moderate but steady stream of money is flowing out of the locality to factories in the East.

The orders for goods that are being placed by countrymen in this area are about typical, I think, of rural buying over the Midwest. In some sections blessed with better crops the volume is larger. But farther west, on the Great Plains, where the drought has been severe for two years, the distribution of fabricated products over the countryside still is at a low ebb.

Most of the farmers here have either painted their buildings or else expect to begin this task soon. Many new roofs have been put on houses and barns. A great deal of agricultural machinery is being rebuilt; a year or two ago countrymen were replacing parts on their implements only after they were broken; now they usually are anticipating such troubles by discarding badly worn units. Some furniture and household appliances have been purchased.

And considerable equipment which requires large financial outlays is being bought. The first deal of this type for 1935 was made early in June by an energetic tenant who had moved to a larger place at the beginning of the year. He was

growing 110 acres of wheat and sixty acres of oats. The seedbeds for these crops had been prepared with the aid of his splendid general purpose tractor. But his binder was practically worn out; it was in the common condition of a majority of these implements over the Midwest. He feared it would be unable to cut 170 acres of small grains without repeated breakdowns.

So he bought a ten-foot binder with a power take-off; the energy required in operating its machinery comes from the tractor. This implement is quite effective on muddy ground, as the wheels are required merely to carry its weight. And 1935 brought the wettest harvest in many years!

Has Already Almost Paid Its Cost

The machine was operated fourteen hours a day, and it cut much of the acreage of small grain in our community. It could move right along in soft fields where horse-drawn tools would "bog down." It produced almost enough cash income to pay its first cost, after the owner had harvested his 170 acres of wheat and oats.

Another neighbor, an older man with considerable accumulated capital, purchased a threshing machine about the time this tenant was buying a binder. Some of the grain separators formerly operated in our locality had become badly worn and the owners have ceased using them. Others were in running order, but this farmer thought he could see a financial opportunity in installing a new outfit.

His judgment was sound. He had a splendid "run" through the season. Grain producers generally

are inclined to give their threshing business to the operators of up-to-date equipment, as they view the efficiency of older machines with grave suspicion, which usually is justified.

Soon after threshing was finished last summer, and the "new" money produced by the sale of grain began to circulate through the neighborhood, we sold our two-year-old automobile to a neighbor who had confidence in its mechanical condition and an unwillingness to pay the higher cost of a new machine. So then we bought a new car, much to the delight of a local dealer, who cherishes an abiding affection for customers who pay cash and have no old car to trade in on the deal. Other new and recently purchased second-hand automobiles also began to appear in the neighborhood about this time.

One neighbor spent part of his grain money for a kerosene refrigerator. It has given splendid satisfaction. His friends are much interested in the fine record the machine is making.

Forecasts Heavy Rural Sales of Refrigerators

And at this point, if that grim individual with the heavy lead pencil who sits at the PRINTERS' INK copy desk will allow me to digress from my main theme for a moment, I should like to place myself on record as forecasting a sharp increase soon in the sales of refrigerators to Rural America. I am not assuming the mantle of prophecy merely from a vista on our locality. It happened that I recently was engaged on a project that took me into most Midwest States, and while on this work I had every chance to learn of the farm interest in refrigeration.

In isolated instances I found that a third (in one case half) of the farmers already own such equipment. A splendid opportunity for the sale of refrigerators exists in both electrified and non-electrified country neighborhoods; the task generally is easier in electrified areas, due to the larger number of satisfied users.

The most pretentious job of home remodeling at West Buffalo

has been done by a breeder of high-quality Hereford cattle. The money required by the project came mostly from the sale of his calf crop, at 7½-cents a pound, an excellent price. He is re-building his home into a modern establishment that will be a fine credit to the neighborhood.

Farmers such as this Hereford breeder, who are well-fortified financially through the ownership of land and sound sources of income, will provide the backbone for the growing volume of rural purchasing over the nation in 1936. For in addition to their ready cash they usually are able to command considerable credit.

Tenants have just as great an urge to spend as the land owners, so far as I can observe, but usually their resources are much more limited. Many of them are "spreading out" a good deal, though. One of the nearby renters, for instance, leased more land for winter wheat than usual last summer, and then bought a tractor and power tillage implements for use in preparing the seedbed.

Older farmers tell me that the revival in rural buying here reminds them somewhat of similar trends in the late 1870's and late 1890's. And in all events it is based principally on a growing feeling of confidence in the future of agricultural prices plus enough cash to make the deals possible.

Not Due to Direct Income from the AAA

In no sense here (although the situation is different in many other agricultural localities in the Midwest) is it due to any direct income from the Agricultural Adjustment Administration. For in Belmont township, Woodson County, Kansas, the AAA is almost completely ignored. Only a few of my neighbors are co-operating with it; this agency rarely is mentioned even in their conversations, except occasionally as a theme for alleged humor.

The explanation of the "thumbs down" attitude of the farmers in our locality on the AAA is very simple. A background on the common reaction toward it of the folks

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in this and similar farming communities was reflected accurately by Paul Mallon, the noted political observer, following a recent visit to Kansas. He said that "partisan enthusiasts through this central farm belt will tell you that they know the farmer is strong for the New Deal—or dead set against it. The fact seems to be that he is neither. . . . The thing the farmer seems to be interested in primarily is how the AAA will affect him personally, not whether the program is right or wrong."

Through our neighborhood after a preliminary effort to co-operate with the AAA, the folks generally gave up the task as a bad job. The main practical result of this experience was to increase their impatience with bureaucracy.

There is but little demand here for a better level of agricultural prices. Thinking farmers usually believe that in the present stage of national financial recovery the markets for most of the products we grow are high enough. Some items, such as prairie hay, are low priced, but cattle, hogs, wheat and corn (the commodities on which we mainly depend for cash income) are selling at fairly attractive quotations.

And in all events the costs of food are calling forth wails of anguish from the cities. Metropolitan residents who pay grocery bills are fully aware of the upward trend in living expenses. The "meat strikes" in Detroit and Los Angeles were spectacular demonstrations of their discontent. The United States Department of Labor reports that since August, 1933, the average price of sliced bacon over the nation has increased 94.9 per cent; pork chops, 86.3; sliced ham, 59.5; chuck roast, 51.3; plate beef,

60; rib roast, 42; round steak, 39.6; sirloin steak, 36.9; hens, 42.4; leg of lamb, 18.2; lard, 122.4; canned corn, 24; canned peas, 29; eggs, 42.8; fats and oils, 67.8; butter, 12.2; cheese, 9.1; and fresh milk, 7.3.

The main complaint of the farmers at West Buffalo is about the weather. Our seasons have been abnormal for several years. This year, for instance, was very dry in the spring, remarkably wet in June, and July and August brought very little rain. The countrymen here would like to experience average rainfall and temperatures in the summer.

Improved financial conditions throughout this area are reflected in the changing spirit of retailers. They are building up their stocks, and have discarded the "you don't want to buy anything, today, do you?" attitude used so commonly in greeting their trade in 1933 and the first part of 1934. And in many cases the stores also have been improved.

At our county seat (Yates Center) where the West Buffalo folks do most of their trading, the main expansion in retailing has been made by one of the nation's great grocery organizations. It constructed a fine building this year and opened a store that is an impressive demonstration of how well rural merchandising can be effected when it is carried on with ample capital and trained help.

Its success presumably reflects light on the right technique of farm merchandising. But so far as I can see there is no mystery about its operations. It merely has hired courteous employees possessing the country viewpoint who are selling attractive merchandise at fair prices in a pleasing environment.

Has Harper Method Account

The Charles W. Hoyt Company, Inc., New York, has been appointed to handle the advertising account of Harper Method, Inc., Rochester.

• • •

Bronx "News" Appointment

S. Sanford Model has been appointed advertising manager of the Bronx, N. Y., *Home News*.

Rubberset to Pedlar & Ryan

Effective November 1, the advertising of the Rubberset Company, New York, will be handled by Pedlar & Ryan, Inc., New York.

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Heads "Southwestern Bottler"

L. M. McMath has purchased controlling interest of the *Southwestern Bottler*, San Antonio, and has assumed duties as business manager.

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Goodwin Hearing October 14

IRRESISTIBLE FORCE



Advertising and salesmanship must have a cutting edge. Dull blades do not cut into keenly competitive markets. If there's a flaw in the saw there will be no gains for your pains.

Irresistible advertising force in 18 major markets is at your command through 39 powerful Hearst newspapers.

NEWSPAPERS

IN 18 GREAT MARKET AREAS

Goodwin Hearing October 14

OCTOBER 14 has been set as the date for the hearing on a plan to re-organize the Goodwin Corporation, sponsor of the Goodwin plan of sales promotion through church societies, under section 77-b of the Federal Bankruptcy Act. The hearing on the petition, together with motions for its dismissal, will be held before Judge Philip L. Sullivan of the United States District Court at Chicago.

Negotiations between a committee of manufacturers listed under the Goodwin plan and a group of creditors for operation of the plan under franchise to the manufacturers have been resumed. As reported several weeks ago in *PRINTERS' INK*, the two groups had found themselves unable to agree on

certain details of such a program and the manufacturers' committee announced it would make no further attempt at assisting the reorganization. Recently, however, the creditors group, which is headed by the E. M. Stratton Sales Company, submitted a set of five amendments to the original proposal of the manufacturers and it is probable that a compromise plan worked out along these lines will be presented at the hearing.

Opposition to the 77-b petition will likely come from two sources. An intervening petition has been filed by Frank W. Pearson, who holds a lien on the Goodwin Corporation's furniture, and a motion to dismiss has been filed by the Chicago Planograph Corporation.

Midwest Newspaper Advertising Managers Elect

At the semi-annual meeting of the Midwest Newspaper Advertising Managers' Association held at Kansas City, recently, the following officers were elected: J. H. Jordan, Duluth *Herald and News-Tribune*, president; Joel B. Bixby, Muskogee *Phoenix and Times-Democrat*, vice-president; and Luther Lau, Beaumont *Enterprise and Journal*, secretary-treasurer. Advertising managers of thirty-eight newspapers of the Middle West attended the meeting.

Joins Roche, Williams & Cunyngham

Frank E. Duggan, for many years with the Gundlach Advertising Company and, more recently, with Frederick & Mitchell, Inc., has joined Roche, Williams & Cunyngham, Inc., Chicago agency.

Newhoff Adds Gunts

The Theodore A. Newhoff Advertising Agency, Baltimore, has appointed E. Lyell Gunts, Jr., as art director. He was formerly art director of Street and Finney and previous to that was with the Joseph Katz Company.

Joins St. Louis "Star-Times"

P. M. Hitchcock, formerly advertising and sales manager of Sears, Roebuck's St. Louis division, has joined the St. Louis *Star-Times* as advertising counselor and manager of advertising promotion.

Professor Young Directs Research for Magazines

James W. Young, professor of advertising in the School of Business, University of Chicago, has been appointed by a group of publishers to conduct studies on the general effect of how to increase the effectiveness of magazine advertising.

Those sponsoring the program are the Curtis Publishing Company, Crowell Publishing Company, International Magazine Company and the McCall Company.

Emphasized in the program, according to Professor Young, will be a continuation of the work done by him during the last two years to develop methods of increasing the productiveness of magazine copy.

To Cover South for "Country Life" and "American Home"

Country Life and *The American Home*, New York, have appointed A. D. McKinney as advertising representative in the Southern territory. His headquarters are at St. Louis.

Will Handle Peterman Account

Effective November 1, the advertising account of William Peterman, Inc., New York, insecticides, will be handled by the Thompson-Koch Company, Cincinnati.

Heads New Orleans Club

Robert A. Kottwitz, Jr., advertising manager of Katz & Besthoff, Ltd., New Orleans, has been elected president of the Advertising Club of New Orleans.

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Conventions by Mail

Some Tips on Making This Type as Resultful and Helpful as
Flesh-and-Blood Gatherings

By Don Gridley

PART I

THE inventor of the sales convention by mail discovered in it an at least passable substitute for the flesh-and-blood, beef and hoorah convention. A few companies, indeed, have claimed that the mail effort is the more resultful.

It is possible, of course, that the good mail convention might be superior to a slipshod male gathering, but other things being equal the "human" convention, with its drama, personality and enthusiasm is bound to be superior to the postal substitute. Yet when conditions make the former impractical or impossible, in many cases the latter is a far more effective way out of the difficulty than the total elimination of a convention.

There are two main reasons why mail is used in place of assembly hall and banquet room by companies that are accustomed to holding conventions.

The first reason is economy. Even the most economically conducted convention runs its expense figures into the thousands. The larger the sales force, the larger the expense. Parsimony in conducting a convention usually leads to grumbling on the part of the salesmen and means that essential features have had to be cut out. Thus by no stretch of the imagination can a good flesh-and-blood convention be economical.

On the other hand, an excellent mail convention can be run on a comparatively small appropriation even with a sizable sales force. The company can shoot the works with a convention by mail and yet probably spend less than a single day's flesh-and-blood convention cost.

The second reason for substituting the postal effort, and this rea-

son is tied up with economy, too, is found in companies with large sales forces. The expense of bringing three or four hundred men from all parts of the country to the home office is frequently prohibitive.

Also, the job of handling a large force at a convention is one that is likely to disrupt home office activities for days at a time. In addition, when the attendance at a sales convention goes beyond a certain size the cohesiveness of the gathering is lost and the convention is likely to dwindle off into hopeless confusion.

Weakness of Making Convention Trip a Prize

Some companies solve this problem by making attendance at the convention a prize for star salesmen. This is all right so far as it goes and has the undeniable advantage of offering an inducement to salesmen to better their records.

On the other hand, it has one basic weakness. A sales convention is supposed to give not only pep and enthusiasm but also practical ideas to men who need it. Where it becomes an event for star salesmen, the less able men, those who need the enthusiasm and instruction most, are denied participation.

It is surprising, but no record can be found of companies that have sought to overcome this obstacle by sending to the men who could not attend the convention a summary of the proceedings or some other kind of letters or bulletins which would give them the same kind of instruction that the star salesmen got at the convention. A practice of this kind would be a merger of flesh-and-blood conven-

\$500,000,000.00

Advertising Experience

— So What?

SINCE the day Lord & Thomas began business nearly seventy years ago, our clients have invested through us over \$500,000,000 in advertising. More than one-third of that amount (\$180,000,000) was placed through us in the last five years of depression.

"So what?" one may properly ask. And to that question, here is our answer:

\$500,000,000 buys a lot of advertising experience. And the period of seventy years spans four major economic cycles in this country — cycles that embrace every phase of growth, prosperity and depression.

Naturally, so much experience, acquired under such a wide variety of conditions, leads to a definite point of view. It leads to principles that make advertising ventures safer and more profitable. It leads to habits of alert and aggressive response to every crisis or change.

Such qualities distinguish

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both the history and the present practice of Lord & Thomas.

Money-Making Principles

Just thirty years ago, Lord & Thomas startled the business world by defining advertising for the first time as salesmanship-in-print. Which means: "give the consumer in an interesting way, the REASON-WHY it is in the consumer's interest to buy the wares you have for sale."

Time has richly fulfilled the meaning of those words. Today we know ways to search every advertising project for the winning reason-why. We have fully developed the technique to recognize the great selling idea—to power it with

drama and exciting news—to drive it with lightning impact straight to the mark of consumer interest.

These things are not easy to do. And few are the men who can do them.

So it is that a Lord & Thomas advertising program usually starts with the *odds in its favor*. Creative ability, seasoned experience and *pre-determined results* combine to insure maximum safety and profit.

The responsibilities of investing \$500,000,000 for clients in advertising have taught us these exact methods of salesmanship-in-print. And the experience of 63 years proves that only when advertising is salesmanship-in-print can it hope for enduring success and continuous profits.

LORD & THOMAS

Advertising

There are Lord & Thomas offices in New York; Chicago; Los Angeles; San Francisco; Toronto; Paris; London. Each office is a complete advertising agency, self-contained; collaborating with other Lord & Thomas offices to the client's interest.

tion with the mail substitute and would seem to have many practical angles. This, however, is a subject that needs further discussion and exploration in another place.

A final reason for using the mail substitute is that the ordinary type of convention calls men off the road for an extended period when they might better be selling. With companies that have seasonal lines this is not such a problem because the convention can be held during the quiet season. With many companies, however, it is an obstacle that practically eliminates consideration of the convention idea.

Mail Convention Has Other Advantages

The reasons outlined are the chief ones for substituting the mails for hotel and banquet halls. There are other reasons, however, that are found in certain definite advantages that the convention by mail has over the flesh-and-blood gathering.

It is not a time waster or a time loser for the salesman. It doesn't take him away from his selling activities while he is traveling to and from the meeting place or attending sessions. Some companies, to be sure, make a sales convention part of the salesman's vacation, but such a policy seldom meets with three loud cheers from the men on the road. They would rather have their vacation for their own purposes and not as part of business.

Also, the convention by mail doesn't send them back on the road tired. No matter how businesslike management makes the average sales convention, there is bound to be some drinking and plenty of late night discussions on the part of the men present. Some companies maintain that they have eliminated this difficulty. Their unkind competitors question this.

Where material is sent to the salesman by mail he can read and re-read it again and again. Furthermore, he is given a chance to absorb it and pick out the best points. This cannot be done with the average convention speech.

When the material is mailed the convention can be made to last over a longer period. The flesh-and-

blood convention is over in two or three days or a week at the outside. Undoubtedly it has a stimulating effect far superior to that of the convention by mail. On the other hand, a good postal effort can be spread out over a number of weeks and the stimulation, while not so heavy, can be made to last longer.

Also, it is not necessary to pack so much into a short time that the average salesman cannot absorb it. One of the great failings of the flesh-and-blood convention is that the salesmen are high pressured for two or three days, are given a round of entertainment and then expected to absorb everything that is told them. It is just not humanly impossible for a salesman to do this. Thus the average man is likely to be impressed by the things that appeal to him most. In many cases these are not the lessons that it is most important for him to get.

Proper Emphasis Can Be Controlled

In a convention by mail the emphasis can be placed properly. This is not always true in the flesh-and-blood convention. Some of the potentially best material may be delivered by the poorest speakers and thus much of its value lost. Also conditions quite beyond control of the management may interfere with the putting over of certain messages. This is not true of the convention by mail.

Long-windedness, the low voice, and all the other failings of the poor speaker are automatically ruled out where the convention is mailed. Every speech can be carefully edited, kept within certain limits, re-written, if necessary, to get greater effect.

A goodly percentage of those companies that use the mails for conventions do so during the busiest season of the year. This, of course, is possible where the men are called in to some central point. Thus a properly conducted convention by mail can become a rush season spur, one of the great advantages this type of effort has over the regular gathering.

The economy angle has already

To produce
Good Printing
economically

is our ideal; and some forty years' experience in producing a large volume of fine color printing gives us a pretty good idea of actual economies that can be made without sacrificing quality.

Our special field is the printing of Catalogs, Booklets, Broadsides, Magazines, House Organs, and Four-Color Process.

Would you like to see some of our recent work?

**CHARLES FRANCIS
PRESS**

461 EIGHTH AVENUE, PRINTING CRAFTS BUILDING,
OPPOSITE THE GENERAL POST OFFICE, NEW YORK

*Government Statement
of the Largest Circulations
Daily and Sunday
in America!*

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 information is required from daily publica-

JOHN W. BARNHART,
 Business Manager.
 and subscribed before me this 1st day
 1935.

JOHN H. SCHWARZ,
 Notary Public, Suffolk County.
 Clerk's No. 1062, Reg. No. 6-S-603.
 Commission Expires March 30, 1936.

above statement shows the average
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 the **SUNDAY NEWS**) For the
 the average paid circulation of
NEWS (ex-
 Daily) was **2,514,747**

THE NEWS

NEW YORK'S PICTURE NEWSPAPER

Tribune Tower, Chicago • Kohl Bldg., San Francisco • 220 E. 42ND ST., NEW YORK

been mentioned, but it is important enough to re-emphasize.

Finally, the convention by mail offers great opportunities to the organization that has never run a flesh-and-blood convention because of its many disadvantages. It is surprising, indeed, that more companies that are against the flesh-and-blood assembly do not seize upon the convention by mail as an opportunity for them to get some of the inspiration that goes with getting the whole sales force together at some central point. It is in this field, perhaps, that the possibilities of the convention by mail are greatest.

Now, having listed most of the advantages of the convention by mail, we find that there is still no really satisfactory substitute for a well conducted—with the emphasis on the well conducted—sales convention by person. Properly handled this type of convention gives the salesman enthusiasm and personal contact that cannot be passed along by letter or bulletin.

Mail Convention a Substitute, Not an Improvement

At best, therefore, the convention by mail is a passable substitute. Properly handled, however, it can be a very effective substitute where conditions are such that the flesh-and-blood convention is ruled out. The main thing is to remember that it is a substitute and not an improvement.

Because of the flexibility—one of its chief values—of the convention by mail there is really no decent definition of this type of effort.

In some cases manufacturers have slavishly followed the general outlines of a regular sales convention. In others, they have gone so far afield that the activity has been a convention in name only. Taking the extremes at either end of the scale we find, however, that both were effective in accomplishing their purpose.

Really, of course, a convention by mail is a direct-mail campaign aimed at the salesmen. It is very important that the management get this point fixed in their minds.

To look upon the effort as wholly a convention is likely to

hamper the management in getting the most out of it. On the other hand to look at it wholly as a direct-mail effort may lead management too far afield from the convention idea.

For novelty value, of course, the postal substitute that follows its original the most closely has some value. The novelty, however, is not the chief consideration.

Thus experience has pretty well proved that the best postal convention is that which adopts the skeleton framework of the flesh-and-blood convention but applies direct-mail principles at their most effective.

How the convention by mail can follow the framework of a flesh-and-blood gathering is shown by two typical programs of mail conventions that were highly successful.

Here is one used by a company with more than 400 salesmen:

1. Keynote address by the president.

2. A trip through the factory, particularly apt in this case because the company was bringing out two or three new products that represented, first, radical advances in research, and, second, unusual precision manufacturing.

3. A speech, "Keeping the Quality Up and Costs Down" by the vice-president in charge of production.

4. A speech, "The Functions of the Laboratory" by the chief chemist.

5. An address by the treasurer on the relations of finance in sales.

6. Address by the manager of the sales system department.

7. Talk on advertising by the advertising manager. This had two phases. First, the advertising manager showed how the company's efforts tied in with the salesmen's daily work. Second, he talked about the company's plans for the following year.

8. A speech by the advertising agent, "You and Your Advertising," a follow-up on the advertising manager's talk.

9. A session devoted to talks by the branch managers. The six branch managers discussed various phases of selling in the field.

10. Closing address by the president.

This convention went out in ten mailing pieces, sent twice a week over a period of five weeks.

Here is the outline of another convention held by a large insurance company:

1. Broadside announcement with pictures of the speakers and the program of talks to be delivered. This outlined the purpose of the convention and explained why such a convention was being held by mail. It closed with a letter from the president.

2. The president called the convention to order in a special speech in which he outlined the purpose of the convention still further and then delivered an inspirational talk.

3. Two talks a week for ten weeks. Each of these was de-

livered by a general company officer or a branch manager. They were short discussions of important sales points.

4. Interspersed letter from the president of the National Association of Insurance Agents and the Superintendent of the New York State Insurance Department congratulating the company upon its effort.

5. The final mailing piece, a bound copy of the entire proceedings up to that time.

From these two typical programs it is obvious that the general framework of a convention was followed pretty closely but that many variations were possible.

In the second part of this article will be discussed important points to watch in planning a sales convention by mail.



Changes on Newark "News"

A number of executive changes have been made in the business department of the Newark, N. J., *Evening News*. The new set-up is as follows: Eugene W. Farrell, assistant publisher; Benjamin J. Foley, business manager and classified advertising director; John H. Does, assistant business manager; Henry W. Morris, assistant to the business manager (in charge of purchases); Patrick M. Feeney, advertising manager; Harry G. Kallop, circulation manager; Edward D. Sugrue, controller; and James P. Sweeney, classified manager.

Meyer and Mullin Advanced

Richard Meyer, for five years financial advertising manager of *The Wall Street Journal*, New York, has been appointed assistant advertising manager. William Mullin, on the financial advertising staff of *The Wall Street Journal* for two years, has been appointed financial advertising manager.

Coulter with Texas Commission

Robert G. Coulter, formerly a member of the Coulter & Payne Advertising Agency, San Antonio, is now with the Texas Centennial Commission. He recently returned from France, where he had been for two years recuperating from a prolonged illness.

Has Vitrolite Advertising

The Libbey-Owens-Ford Glass Company has appointed the Chicago office of the United States Advertising Corporation to handle the advertising of its Vitrolite division.

Vick Appoints W. S. Dickson

W. S. Dickson has been appointed advertising counselor for the Vick Chemical Company, with headquarters at Greensboro, N. C. He returns to Greensboro after two years as president of Morse International, Inc., New York, which handles part of the Vick advertising. Mr. Dickson in his new position will help co-ordinate the company's general advertising and will also serve as division merchandising manager, with responsibility for the company's sales and advertising in the Southern territory.



Elliott Roosevelt Joins SBS

Elliott Roosevelt has been named vice-president in charge of sales of the Southwest Broadcasting System, network operating stations in Texas and adjoining Southwestern States. His headquarters will be in Fort Worth, but he will spend part of his time in Dallas, with H. J. Greig, SBS commercial supervisor.



Fulton Agency Adds to Staff

William J. O'Sullivan, formerly advertising and sales promotion manager of Belding Heminway Corticelli Company, New York, silks, has been appointed account executive of the Arthur H. Fulton Company, Inc., agency of that city.



Blade Account to Ayer

N. W. Ayer & Son, Inc., has been appointed to handle the advertising account of the Standard Safety Razor Corporation, East Norwalk, Conn.

Picking the R

FISHERMAN'S luck is largely a matter of picking the right spot at the right time. And advertising results depend on picking the right audience at the right time.

The Chicago Daily News sells more goods at lower advertising cost per sale than any other daily newspaper in Chicago, because it reaches the *right* people—at the *right* time.

The right people! The Chicago Daily News is the preferred newspaper in Chicago's *best* homes. Its more than 400,000 circulation is concentrated where buying power is concentrated—in the best residential districts of Chicago and suburbs. Here it has by far the largest home coverage of any Chicago daily newspaper.

The right time! The Chicago Daily News reaches its large, responsive audience of able-to-buy families at *home*—in the *evening*—when they have time to read the *whole* newspaper and when *one* copy covers the entire family.

To sell more goods in Chicago concentrate your advertising in The Chicago Daily News where you reach the *right* people—at the *right* time—in the *right* way!

THE CHICAGO DAILY NEWS
—Chicago's Home Newspaper—

GEORGE A. McDEVITT CO., National Advertising Representatives, NEW YORK.

the Right Spot

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GO DAILY NEWS

Home Newspaper

representative NEW YORK—CHICAGO—PHILADELPHIA—DETROIT—SAN FRANCISCO



Advertising Agency Girls

CLEVELAND HEIGHTS, OHIO

Editor of PRINTERS' INK:

Perhaps I'm speaking out of turn, but the article in the current issue of PRINTERS' INK* has caused me to do a little pondering as to just why we "advertising agency girls" are so often left completely out of the picture—particularly along the line of getting ahead.

Strangely enough there are some few of us who are in the advertising agency business because we like it—and because we have every intention of sticking to it. But after advancing to the position of private secretary to an account executive you can usually consider yourself the tops.

Incidentally this isn't coming from an irate stenographer who didn't get that last raise that was expected! After twelve years' experience in the agency business I really know what conditions are, at least among the Cleveland agencies.

The nearest I ever came to fulfilling my one ambition of really getting ahead was when the president of the firm remarked that it was too damned bad my head wasn't on a man's shoulders! A compliment of the rarest sort—coming from him—but not meaning a whale of a lot to me.

Another time two of the account executives of the firm where I was employed left to start up their own agency. They had enough confi-

dence in my ability to ask me to go with them—at a somewhat more attractive salary than I was then receiving. But just as soon as they were able to line up a crew of efficient young men most of my duties were turned over to them—and again I was just a stenographer.

And all for the simple reason that young men are in the business to stay—and that giving them positions of responsibility is more apt to be a good investment.

On one occasion, while working with this same firm, I was almost put into the copy department, but the president decided against it because five years before he had helped a young girl advance and as soon as she reached the productive stage she left 'em. During the time I was with them they trained at least three men who did precisely the same thing—but their experience with one girl put all the rest of us on the black list.

Why can't these advertising executives pick out the ones of us who are really sincere—happily married and working because we'd rather do that than anything else? It doesn't seem fair that we should be destined to spend the rest of our working days just being pleasant to all the itinerant engraving salesmen—or typing up the masterpieces of these promising young men.

Whether or not this letter gets past your receiving desk, it's made me feel better. It would be mighty interesting to get another's viewpoint.

DOROTHY LLOYD.

* "Getting Ahead in an Agency," by Bernard A. Grimes, PRINTERS' INK, September 26, 1935, page 21.

Has Mule-Hide Account

The Lebon Company, Chicago, Mule-Hide roofing and shingles, has placed its advertising account with the Matteson-Fogarty-Jordan Company, agency of that city.

New Post for Marie Leahy

Marie Leahy has been appointed sales promotion manager of the wash dress department of the manufacturing and wholesale division of Marshall Field & Company, Chicago.

Stewart with Chicago "Times"

Russ Stewart, formerly with the Los Angeles Record and, more recently, with Metro-Goldwyn-Mayer, has been appointed promotion manager of the Chicago Daily Times. He will have charge of circulation and editorial promotion.

Canadian Goodrich Appoints

J. G. Hagey has been appointed advertising manager of the Canadian Goodrich Company, Ltd., Kitchener, Ont.



**STABILIZING FACTORS
IN
LOUISVILLE BUSINESS**



WHISKEY

MORE than half of Kentucky's famous whiskey is produced in the twelve Louisville plants and practically all of the State's forty-nine distilleries lie within the territory covered by The Courier-Journal and The Louisville Times.

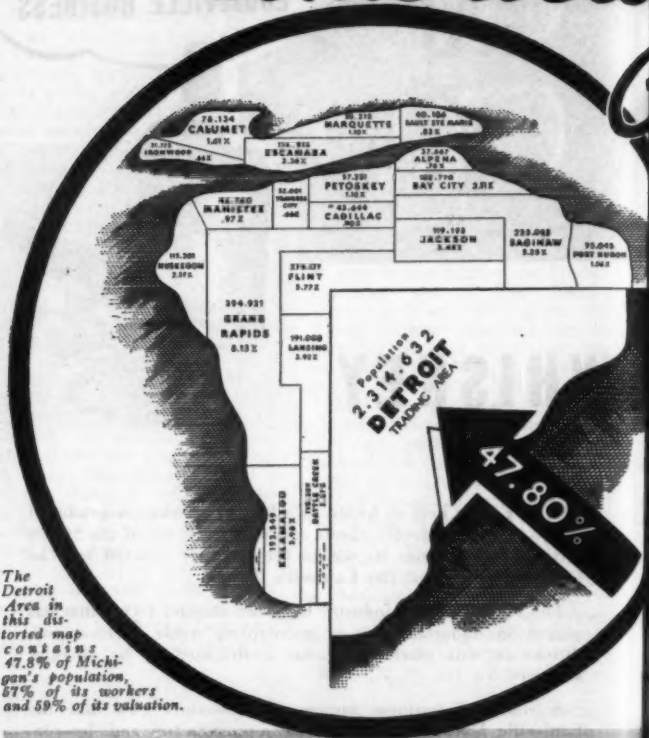
The revival of this industry has been another factor that has played an important part in maintaining stable business conditions in this market and has contributed to its singular recovery.

A study of business indices will convince you that the Louisville Market offers real sales opportunities and, by concentrating your message in these papers exclusively, you can reach practically all of Kentucky and a large portion of Southern Indiana at a single low cost.

The Courier-Journal. THE LOUISVILLE TIMES.

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

America



4th Market Engages the Imagination

Detroit is experiencing the most rapid recovery of any major city in the United States. People are earning, buying, spending, satisfying five-year longing for THINGS and PRODUCTS. And the most financially able of these people are readers of The Detroit News, for the Detroit News circulation—the largest in the Detroit trading area—is so concentrated that the better the district the better The News serves it.

Detroit News circulation reaches homes. 76 per cent of Detroit News city circulation is HOME DELIVERED by 3000 exclusive carriers. Detroit News circulation is 94 per cent weekday and 85 per cent Sunday concentrated in the local trading area—the area of urban and suburban dwellers, benefiting from Detroit's healthy employment situation.

Concentrate a sales campaign in the Detroit area, use The News, thus obtaining dominating space at minimum cost and reaching practically all the financially able homes. Then watch your sales curve!

The Detroit News

THE HOME NEWSPAPER

York, I. A. KLEIN, Inc.

Chicago, J. B. LUTZ



California to Tell All

ABOUT the charms and glories of Southern California, there seems to be nothing more to be said—even at a funeral when the minister runs out of eulogy for the



deceased and a native son volunteers to speak on another subject.

But this month, Southern California's All-Year Club goes into national magazines with the leading question: "Are you having enough fun this winter?"

Pointedly, the copy will say:

Listen to the clock, how fast it

ticks. Hours, days, years . . . life is rushing by . . . faster, faster. And you, are you missing some of it? Doing the same things, seeing the same faces, thinking the same thoughts?

If so, we boldly propose to change your habits. For, no matter how gracious your surroundings, how kind and witty your friends, you'll find, we promise, in Southern California that stimulation that comes from seeing things you've never seen before—from complete, horizon-lifting, soul-expanding change. . . .

The campaign will "sell" change of scene, variety of attractions, reasonable cost, accessibility. Winter copy will appear in twelve national magazines, to be followed by a campaign—in an expanded list of magazines and in newspapers in some twenty-five cities—aimed at vacationists who take their vacations in the summer.

In theme and in style of treatment, the advertisements will vary widely. Some will be illustrated with natural-color photography and some will appear in black and white.

And the Californians add: "One result of our policy has been a steady increase in response per dollar spent in All-Year Club advertising. This pioneer campaign is still the largest and generally is regarded as the most successful of community advertising campaigns."

Has Golf Ball Account

The Hubbell Advertising Agency, Inc., Cleveland, has been appointed to handle the advertising of the Worthington Ball Company, Elyria, Ohio, golf balls. Magazines, trade papers and direct mail will be used.

Russell Joins Macfadden

Lewis M. Russell, formerly of the Tower Magazines, New York, has joined the New York sales staff of the Macfadden Women's Group. He will cover New England.

Represents WREN

Radio Station WREN, Kansas City, Mo., has appointed Ray Linton, Chicago, as its representative in the Middle West.

With Charles H. Eddy

Robert S. Everett, formerly with the Elizabeth, N. J., *Journal*, has been added to the staff of the Charles H. Eddy Company, New York, publishers' representative.

Has Brewery Account

Byren-Well-Weston, Inc., Philadelphia agency, has been appointed to direct the advertising of the John Hohenadel Fall Brewery, of that city.

Appoints San Francisco Agency

The Republic Electric Power Corporation, San Francisco, has appointed the Gerth-Knollin Advertising Agency, of that city, to handle its advertising.

The Way Up in Advertising

Nine Prominent Men Tell How Newcomer in the Business Should Train Himself

By Robert L. Hutton, Jr.

"WHAT'S the best way to get started in advertising?" is a question that hundreds of young men ask and three or four advertising men try to answer every year. Being the gullible type, the first article I ever read on this subject convinced me that I should "get out and sell"—sell anything, even vacuum cleaners.

My peace of mind was soon upset, though, when an equally successful advertising man said that the knowledge of human nature and necessary silver tongue could only be acquired by batting out stories for a small-town newspaper.

Still later I read that just bumming around and "seeing life" got you in shape for the business. In fact, my equilibrium was well jolted about every three months, whenever a new road to success in advertising was outlined.

But I knew enough about advertising to know that a predicament like mine called for a survey. It might not help much, but I figured it wouldn't do any harm, and you can picture an unfamiliar place much more easily if you've got all the dope on the roads leading to it. So I made a survey. I asked nine leaders in the time-honored branch of distribution the following question: "In your opinion, what job or jobs best train a man for a successful career in advertising?"

And here's what they said.

* * *

J. Stirling Getchell, president, J. Stirling Getchell, Inc.:

"What's the best way to train for the ad business?"

"That's a tough question.

"I'd rather answer it another way.

"Suppose I tell you—at random—what interests me when I'm talking with a man looking for a job.

"If I hear he's been very long in the newspaper business, I know he's a 'self-starter' . . . and if he's been on the copy desk, that he very likely thinks fast and clearly.

"Both of these are priceless traits in an ad man.

"If he's had successful retail sales experience, so much the better . . . but I don't think it's the panacea for all ills.

"Most salesmen have a total lack of interest in things outside their jobs.

"And outside interests . . . especially hobbies . . . are very indicative of the inner man.

"Knowledge of photography, for instance, not only comes in handy in making ads, but it's the sign of a craftsman mind—one that will knit and noodle to get things right.

"In the last analysis, we in the agency business seldom buy experience.

"We buy minds.

"And the development of that mind demands far more mysterious chemistry than the simple matter of exposure to experience."

* * *

Lee H. Bristol, vice-president in charge of advertising, Bristol-Myers Company:

"In answering your question, I shall assume that you are referring to work in an advertising agency. Of course, a lot depends on the job aimed at. Agency work divides itself into two major classifications:

1. Creative
2. Analytical

"That may be a rather broad classification, and there is some interlocking between the two divisions, but in general that covers the distinction. Merchandising would seem to fall into category No. 2. Plans and thinking represent a



IT IS A FACT that JOURNAL families buy more soap than entire large cities like Philadelphia, Cleveland and New Orleans.

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BUBBLES Like BILLOWING CLOUDS...

THE soap which women use for beauty and utility in states like Florida, Alabama and Louisiana is a subject of interest to any soap manufacturer, but, just as a reminder, there is another group, in New York which raises as much lather as all of these huge sections put together.

They are found in more than 600,000 substantial homes where the NEW YORK EVENING JOURNAL is invariably the preferred evening paper, and always has been. Year after year, manufacturers prove the responsiveness of this vast potential of Volume Sales; this most important wedge in America's greatest metropolitan market.

NEW YORK JOURNAL

THE NECESSARY NEWSPAPER

NATIONALLY REPRESENTED BY
ARST INTERNATIONAL ADVERTISING SERVICE
RODNEY E. BOONE, GENERAL MANAGER

combination of No. 1 and No. 2. In general, however, because of the very character of advertising and its relation to selling, I think the best background for a job in advertising would be contact and experience in the selling field. It would be impossible, however, to cover the whole range of selling activities as a preparation for all forms of advertising.

"Two of the biggest classifications, though, are in the food and drug fields. Here national advertising is extensively used, and in these two fields advertising probably ranks highest as a force in creating consumer demand. Therefore if a man would take the time to serve as a clerk in a drug store and in the grocery store—right where goods are sold—I believe he would have valuable contact with brands and with reasons why women make purchases. In such a background he would obtain this information to a greater extent, I believe, than any other type of training.

"Of course, this work should be co-ordinated with a knowledge of types of advertising appeals and advertising activity undertaken by the food and drug manufacturers. In other words, cause and effect can be brought into play and analyzed at close range. After all, however, the greatest asset for any form of work (and in this case advertising is no exception) is the ability to see the picture properly and think straight along practical lines, except in the creative end of advertising. There is no need for 'super-colossal-bright ideas.'

"Basically what is needed is an expression of appreciation and understanding of the consumers' viewpoint. And the whole plan of advertising should be thought over and summed up as using a force of selling that is economical and produces profitable results."

* * *

B. F. Ryan, president, Ruthrauff & Ryan:

"In reply to your query, I would say that the best job to train a man for a successful career in advertising is some kind of a selling job—door to door, over the counter

or on the road—it doesn't make much difference which.

"I would consider it better experience to sell a popular product at a low price—one used by both sexes."

* * *

Allyn D. McIntire, vice-president, Pepperell Manufacturing Company:

"Advertising to my mind breaks itself down quite logically into two main branches, namely, the writing or copy side, and the merchandising or sales-planning side. Has the young man or woman a natural ability to write? What has he or she done with this natural ability through school or college? If it develops that there is real latent writing ability, then it seems to me that that person should further school himself or herself, for the copy end of advertising. For that, what better school is there than newspaper or reportorial work? Newspaper work, it seems to me, teaches so many things helpful to advertising people. Chief among these we find the development of a sense of news and quick writing. How many advertising campaigns fall of their own weight because the agency, through its copy people, fail to sense the real 'news value' in the product.

"If, however, the applicant has no writing ability and no real idea of why he or she wants to get into advertising, but is really willing to go through the grind of further education, then the selling or merchandising end opens up. (Don't forget, however, that a lot of youngsters who want to get into advertising still think there is big money in it. They have no particular qualifications for the profession and better not waste their time trying to prepare for it.)

"To this second classification I always recommend the selling end. Just as you were advised, I advise them—get out and sell, sell something, house to house, in a retail store, in a chain grocery store—anything, but sell. Why? Not for the fun of selling, but to come in contact with the public. To see how the prospect operates and reacts under all kinds of conditions, circumstances and moods, for

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PHYSICAL CULTURE

offers food advertisers a potential market much greater than A.B.C. figures would indicate.

On certain products, this market is comparable to that reached by magazines of a million circulation and more. A recent pantry inventory showed that in Physical Culture homes—

1 in 3 homes use Bran Cereals

(One out of twelve in two leading women's magazines)

1 in 5 homes use Decaffeinated Coffee

(One out of fifteen in two leading women's magazines)

1 in 5 homes use Coffee Substitutes

(One out of twelve in two leading women's magazines)

The influence of Physical Culture's editorial material increases the effectiveness of dollar expenditure in some cases up to 400%. This is the factor of *Circulation STRETCH* which Physical Culture has to a greater degree than any other magazine.

PHYSICAL CULTURE

The Personal Problem Magazine



TO WOW THE SECRETARY OR SELL THE BOSS?

You've met this type of salesman... bubbling over with Personality that makes the reception room girl fall over herself to open the door for him... but somehow doesn't click with the boss.

Some magazines make that type of salesman. They wow the boss's secretary with their snappy writing

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and swell movie reviews. They have the sex appeal that makes his wife and family reach for them, the beautiful pictures and Horatio Alger business stories that make them popular with the office force. But they just don't meet the requirements the boss himself sets for his Right Hand Magazine: The timely presentation of the world's news, translated exclusively in terms of what it means to him and his business.

Only Business Week does that.



To you who sell cosmetics or colored suspenders this utter practicality is undoubtedly a liability. But to you who sell anything that the key executive of American Business buys or has a buying voice in, Business Week offers more (and more interested) executive readers per advertising dollar than any other publication.



BUSINESS WEEK

The Executive's Business Paper

330 W. 42
STREET,
NEW YORK

advertising is nothing but a form of selling and unless people who develop campaigns know something about selling and the public, and can translate that knowledge into campaigns, those campaigns are not going to be very successful."

* * *

Paul Hollister, executive vice-president and publicity director of R. H. Macy & Co., Inc.:

"A few men have made a conspicuous living in advertising without much ability to write or to sell. I never found out how they did it, and am forced to the surmise that they were sports thrown off by a breed that usually *can* write and usually *can* sell. Advertising is in the last analysis only the vocal department of trade—not the manufacturing department, nor the research, nor the finance. It would seem to follow that the man or woman who best combines articulate expression with ability to sell has the best chance in advertising.

"If that be true, it would seem to prescribe to the candidate plenty of experience in writing and selling for pay. If the candidate can base these training jobs upon a degree from the Harvard Business School, or the Tuck, or the Wharton, or some other such school, he ought to be able to sell and write straighter to the point, produce more in his given span, stay on better terms with the by-laws of business, and get ahead more smoothly to his plan. (There are at present a lot more such degrees outside advertising than inside it; you can split the inference either way.)"

* * *

Kenneth Collins, vice-president and director of Gimbel Bros.:

"The problem of getting started in advertising is complicated by, what I consider, the unsound attitude of many advertising men toward their own profession. These men say that since advertising is salesmanship in print, to be a good advertising man you should sell over the counter, to middlemen, house to house, or all three. In my opinion, such selling experience teaches a man little if anything about advertising. It may teach

him how to size up an individual and maneuver him or her into a transaction, but it doesn't give him experience in selling to the masses through the printed word. The latter is advertising and a business in itself.

"And as a business, advertising has a background of knowledge and technique all its own. It's not the parasite some advertising men make it out to be when they portray it as the step-child of salesmanship and merchandising. Advertising stands out as individually in the business picture as does banking and selling. And the best way to get good at advertising is to start right out working in some branch of it.

"Temperament should determine the branch of advertising in which a person should work. If you're the type that does best when under pressure, you should start in the advertising department of a retail store. If you like to plan ahead and work a problem out over a long period of time, you're better fitted to work on national advertising and should start out in an agency. But wherever you start, the more your job has to do with advertising, the more likely you are to have a successful career."

* * *

Irving Price, director of sales and publicity, Hearn's:

"1. *College Training.* For a bowing acquaintance with some well-written English; schooling in the fundamentals of clear, coherent writing; an introduction (however meagre) to orderly, logical thinking.

"2. *First Job.* Reporter on a newspaper of any kind. For lots of hard work (leg, head and heart); practice in using one's 'noodle'; writing a lot; meeting all sorts of people, from purple-faced plutocrats to purple-lipped courtesans.

"3. *Second Job.* A change of pace. Selling, traveling, canvassing—something that requires motion and the persuasion of somebody to do something.

"4. *Third Job.* The advertising division of a department store. The busier and harder-driving, the better. Now our hero is tried and

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Invitation to Dark Horses...

Invitation to Dark Horses...

FIVE years from now, business men will be talking about some new money-making advertising success in FORTUNE's pages.

Five years? Three, two, one year from now. It is inevitable that in the constant reach and thrust of competitive effort some new FORTUNE campaign will be evolved which will stand out, be envied, pile up profits.

Whose advertising will that new success be? The basic idea for it may now be stirring about, lazy and tentative, in some executive's mind. Some executive, it may be, who has never really visualized his firm as a FORTUNE advertiser. Many of FORTUNE's spectacular successes have come from just such companies. . . .

It is perfectly possible that your own firm is that advertising dark horse. It remains perfectly possible, even if you have regretfully said to yourself, "my business is different."

For any business in America today may well be a logical entry for the fat purses of FORTUNE's market. Business that regards FORTUNE as a super-trade-paper

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reaching the master technicians of industry; business that regards FORTUNE as a unique quality magazine, reaching top-stratum men and women who buy everything from cruises to crackers.

Strangely responsive is this dual market. For FORTUNE's readers, interested in the stuff of business, are peculiarly receptive to the advertising of business. 89% of them own to thumbing through all the advertising before settling down to read the issue.

And that is a lot of interested reception. For FORTUNE has 100,000 subscribers and 900,000 additional readers.

More than 400 firms now reach this ear-cocked FORTUNE million and 100 of them newly began advertising in FORTUNE in the past year.

It may be that though you instinctively respond to the FORTUNE idea, you remain still in the wondering stage. Inquiry into the possibilities of FORTUNE's market—and questions about the low cost of reaching it—are more than welcome, either through your agency or directly to FORTUNE. Perhaps certain of our ideas may help your pet dark horse to win.

Fortune

135 EAST 42ND STREET, NEW YORK

tempered in the crucible of some real hard work, finds out how long hours can be, and picks up the competitive urge from fast-stepping buyers and merchandise men around him. Crowds in the store provide the best testing laboratory and advertising clinic in the world for him. At the counters, across the aisles, up and down the escalators . . . women, customers, PEOPLE are talking, commenting, acting in response to some definite urge. Here, with eyes and ears open, he learns about markets, buyers, and what people think.

"5. *Post-Graduate Course in Advertising.* This is best conducted by a one-man faculty—himself. In spare time; with an observing, appreciative eye for good copy; lots of scribbling for exercise (maybe some of it will sell); plenty of outside reading, to keep up with people who are thinking and doing.

"Mix slowly . . . put away to age and season . . . and maybe you get a good advertising man out of it."

* * *

Harford Powel, vice-president and secretary, Kimball, Hubbard & Powel:

"You have put your question rather loosely. If you had asked what training is necessary to become a *good* advertising man, I should have thrown up my hands. To become an ordinary advertising man, such as abound in all cities, the following preliminary experience is very helpful:

"1. The aspirant should learn to say 'yes' in all languages.

"2. He should be a cousin, creditor, or college clubmate of his most desirable prospective employer.

"3. He should marry early to gain real facility in dissimulation.

"4. He should have played on the scrub-team at Princeton, against such men as Hart, Keck, Spoffard,

etc., to learn how to take it.

"5. He should attend four-a-day vaudeville shows to familiarize himself with the average wit and humor of the advertising business.

"6. He should take foot-strengthening exercises, so that his arches will not break on cement pavements.

"7. He should learn tatting, crocheting, knitting, etc., to while away his hours of waiting in agency lobbies.

"On the other hand, there are many things which the aspirant will find superfluous. He must not make a serious study of writing or art, since any real proficiency in such matters will embarrass the client. He must not be original, for the same reason. He must not have any preliminary selling experience, since this might make his copy unorthodox, and be a further source of embarrassment to the client. He must not have newspaper experience, since this will train him to do more and better writing than the other copy men in the agency, which will make them intensely jealous and encompass his discharge.

"Again, thank goodness you did not ask how to become a *good* advertising man!"

* * *

Albert D. Lasker, president, Lord & Thomas:

"I think that there are three main ways in which a young man can get good training for an advertising career. They are:

"1. By working in the sales department of an advertised product.

"2. As a reporter, if he wishes to be a copy writer, or as an advertising man in a newspaper office, if he wishes to be a contact agency man.

"3. By starting with some small agency where, perforce, he comes in contact with every phase of advertising."

◆ ◆ ◆

New Account for French

The A. Leachen & Sons Rope Company, St. Louis, wire cables, has appointed Oakleigh R. French, Inc., agency of St. Louis, to place its advertising. Present schedules in trade papers will be maintained.

Appointed by Larchar-Horton

The Larchar-Horton Company, Providence Agency, has appointed Burton Schellenbach as a member of its creative staff. He was for the last two years on the staff of the Keeler & Stites Company, Cincinnati agency.

Displays Aid Personal Selling

How to Use Them Effectively Is One Theme Stressed by This Canner in Business-Paper Advertising

Data Supplied and Article Read and Approved

By Ward H. Patton

Sales Manager, Minnesota Valley Canning Company

IN grocery stores, through which our Del Maiz Niblets and Green Giant peas are sold, the best selling products are those featured by the dealer. Many a good product becomes a shelf warmer because of dealer neglect.

We have obtained heavy distribution for our products in almost all markets from coast to coast. That distribution is valuable to us only if the dealers take an interest in our products—sufficient interest to build mass displays, use our dealer-help material and in other ways call the attention of consumers to our line.

National advertising is relatively ineffective, with food products at least, if there is not some sort of point-of-sale tie-up, active co-operation on the part of the dealer. Relatively few women will be so thoroughly convinced by our advertising that they will go to their grocers and ask for our products by name. Our advertising will, however, create a willingness to try the goods or will arouse some interest in them or at least will familiarize the consumer with our trade-name and our claims.

To complete the sales circle the dealer must place the merchandise where it will be seen and must tie in with our national campaign. Causing dealers all over the country to devote special attention to specific products, when they stock hundreds of different items, is not easy. Practically every manufacturer is making a request for special effort on his goods but very few manufacturers attempt to show the dealers just how they, the dealers, will benefit by co-operating and

just how to co-operate. The manufacturer's efforts at obtaining co-operation are frequently too obviously selfish.

Editorially the business papers have been doing a fine job in educating retailers, teaching them how to build good displays, how to sell more merchandise. The advertisers in these papers, however, have mostly talked about features such as the merits of their products and the profit possibilities. A trend toward strictly selling copy in trade papers was a natural accompaniment of the depression. Advertisers have been interested in sales. Some of them have overlooked or ignored the obvious fact that the sale is not completed until made to the consumer.

Featuring Display Ideas Instead of the Line

Believing that dealers would welcome some practical suggestions for increasing their sales of our products, as well as others, we started a campaign three years ago featuring display ideas rather than the Del Maiz line. We thought, and we now know that we are right, that dealers would be hungry for good selling ideas. We did not attempt to conceal our motive. What we were after was more sales of our products. But the display ideas offered in our advertising were applicable to other lines as well.

In addition to the obvious objective of our campaign—more sales—the two major purposes were: (1) to make merchants out of our dealers and (2) to make our national advertising really effective.

The first series of monthly ad-

These Big Brands We



● Ask for "Foods, Grocery Products and Profits," a study of food advertising in THIS WEEK

FOOD AND GROCERY PRODUCTS ADVERTISED IN THIS WEEK

BEECH-NUT • BISQUICK • BLUE MOON CHEESE • BORDEN'S • DOLL
HAWAIIAN PINEAPPLE JUICE • HEINZ • IVORY SOAP • KELLOGG'S ALL-BRAN
KELLOGG'S RICE KRISPIES • LIPTON'S TEA • NATIONAL BISCUIT CO.
OYSTER INSTITUTE • PILLSBURY • QUICK ELASTIC STARCH • RIPPLED
WHEAT • SANKA COFFEE • SCOT TOWELS • SEMINOLE TISSUE • SHREDDED
WHEAT • SUNKIST ORANGES • WOODBURY'S SOAP • WRIGLEY'S GUM

Atlanta, Baltimore, Birmingham, Boston, Buffalo, Chicago, Cincinnati, Cleveland, Dallas, Detroit, Indianapolis, Milwaukee, Minneapolis, New York, Philadelphia, St. Louis, St. Paul, Toledo, Washington, D.C., Wichita

UNITED NEWSPAPERS

NEW YORK: 420 Lexington Avenue

CHICAGO: 360 N. Michigan Avenue

DETROIT: 1000

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ds Went to Market . . .

THIS WEEK carries many famous food and grocery brands to market: this combination of first class magazine in first class newspapers has proven to be especially effective for food advertising. It moves merchandise.

Here is circulation which parallels the work of salesmen and dealers—4,250,000 families . . . circulation strong enough to be a real buying and selling influence in the markets which account for two-thirds of U.S. retail food sales. Plus merchandising cooperation that gets goods featured and displayed.

Here, also, these experienced advertisers find the faithful reproduction so necessary for appetite appeal . . . And full color (which shows products and packages as they look on the shelf and on the table) at the lowest cost per page per thousand of any magazine. They use **THIS WEEK** for sales.

THIS WEEK

The Magazine for the Millions—Brief, Colorful, Dramatic

Milwaukee, Minneapolis, New Orleans, New York, Omaha, Philadelphia, Pittsburgh, St. Louis, Washington

WAPERS MAGAZINE CORPORATION

ROIT: Building

SAN FRANCISCO: 111 Sutter Street

LOS ANGELES: Lincoln Building

The Philadelphia Inquirer

PENNSYLVANIA'S GREATEST
MORNING NEWSPAPER

SUNDAY 677,135

Largest Circulation of Any
Philadelphia Newspaper —
Morning, Evening or Sunday.

DAILY 278,360

Far Greater Than That of
Any Other Pennsylvania
Morning Newspaper

NEWSPAPER ADVERTISING IS
POINT OF SHOPPING
ADVERTISING

NEW YORK

H. A. McCandless
60 East 42nd Street

CHICAGO

Guy S. Osborn, Scolaro &
Meeker, Inc.
360 N. Michigan Avenue

DETROIT

Guy S. Osborn, Scolaro &
Meeker, Inc.
General Motors Building

BOSTON

M. L. Tyler
80 Boylston Street

ST. LOUIS

C. A. Cour
Globe Democrat Building

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vertisements was devoted to display. It showed tested displays which had proved they would sell goods. This year we are adding personal selling. Again we offer basic and tested ideas which have proved they will make the cash register ring more often. Display backs up personal selling. Personal selling is easy if the goods back it up. We are presenting this combination to dealers as an unbeatable sales plan for food stores.

Each advertisement is in the form of a four-page insert carrying the standard heading "How to Make Them Buy." It is actually a little magazine of ideas, what we call a monthly service for grocers. Our national advertising and this display and personal selling program are tied closely together. For some time we have put an illustration of a goods display into practically every one of our advertisements. In our dealer advertising we suggest that the display be duplicated in the store at the time the advertising appears. Our national advertising thus becomes the dealer's own advertising.

Women see the display in the advertisement. They see the same display when they visit the store.

The advertisements tell exactly how to build the tested display. We naturally furnish materials, but we emphasize repeatedly that a certain minimum quantity of goods is necessary in any food display before the display can do any selling.

There are, we tell dealers, six good reasons for quantity display:

1. More people see the large display, and it gets more serious attention.

2. We want things which others have in abundance. The boy who will ask the owner of a single apple tree if he "may have an apple" will fill his shirt from a full orchard and never say a word. People who would pass small displays all day without a word will see a large display and exclaim: "Oh, look at the ———: Let's get some."

3. For centuries, abundance has told us foods are good. Grains, fruits and vegetables—all foods—are best when crops are abundant. The same idea carries over into

store display, even when the foods are in cans.

4. Abundance tells us foods are fresh or freshly packed.

5. Abundant displays say: These foods are low in cost—or, what amounts to the same thing—You can afford this food. All of us like to feel we can afford what others can afford, and a large display, correctly arranged, tells customers that other customers are buying the food in question, more surely than any other device. The small display tells them that others are not buying.

6. A large display says: This food must be excellent and the price must be reasonable, otherwise the grocer would never have bought so much.

We have cautioned dealers never to make all of their displays the same. That is why we have shown in our campaign many different types.

Naturally, the specimen displays illustrated in the advertisement are made from our own products. We point out, however, that the displays are offered for all canned foods.

Copy Built Around National Advertising

In addition to the displays, the copy has been built around our national advertising. This has been a logical development because, as already pointed out, our magazine advertisements also feature displays. The last page of our insert has usually been devoted to the various sales helps that are available. A coupon offers this material. The number of coupons returned has been convincing evidence of the following that these advertisements have. We receive a great many requests for the material offered every month even though each dealer automatically receives a supply from his jobber. We receive, in addition, letters commenting on this campaign and we know from our contacts with retailers that the series is being read and appreciated.

There has been an unusually heavy demand for reprints of our national magazine advertising. The

response has been greater than anything we have ever experienced.

Our current campaign goes beyond display. We are educating dealers in personal selling, teaching them what to say to customers in order to increase sales. They really are lessons in salesmanship.

We are presenting ten tested principles of personal selling. The first was: Never give the customer a chance to think or say "no." We pointed out the fallacy of asking: "Wouldn't you like a can of peas, Mrs. Jones?"

"The reason the above question is wrong and is apt to get 'no' for an answer," we explain, "is because it contains no selling whatsoever—nothing to make the customer want peas—nothing to make her think about peas—or how good they might taste."

Contrast the above with the following and correct method, as quoted from one of our advertisements:

Salesman (handing can to cus-

tomers), "We have just received the new pack of Green Giant peas. Those are the big, tender peas that taste just like fresh ones."

This method doesn't invite Mrs. Jones to a hurried "yes" or "no" answer which is almost sure to be "no" if she has not thought carefully about the product beforehand.

On the other hand it invites her to consider a can of Green Giants favorably—places a can before her—or even in her hands—and the answer is very apt to be "yes."

We explain that a food store is not a courtroom. The salesman is not a lawyer and the customer is not in the witness chair. The job of selling is not to ask a question or to get information. Instead it is to suggest favorable consideration of a product and the seller should give information; not ask for it.

Incidentally, that is exactly what we are attempting to do in our business-paper advertising—give information.

* * *

Ewald and Newell to Address A. B. C.

Henry T. Ewald, president of the Campbell-Ewald Company, and Frank S. Newell, circulation manager of the *Toledo Blade*, will be additional headline speakers at the convention of the Audit Bureau of Circulations in Chicago next week. Mr. Newell is the chairman of the special newspaper committee whose recommendations for changes in Audit Bureau operations will be a principal subject of discussion at the convention. They will address the opening session on October 17.

* * *

Joins Kaufman & Fabry

Ira J. Hoffman, recently with Plumer, Inc., Detroit and Chicago, has joined the staff of the Kaufman & Fabry Company, Chicago, commercial photography, as an illustrative cameraman.

* * *

Death of W. N. Penny

W. Nash Penny, general advertising manager in charge of the *Times-Dispatch*, Richmond, Va., died recently at that city, aged forty.

* * *

Warner with Geare-Marston

Frederick H. Warner, Jr., has joined the Philadelphia staff of Geare-Marston, Inc., agency.

Kilsby Succeeds Lewis at Recorder Printing

Charles Lee Lewis, since 1917 general manager of the Recorder Printing & Publishing Company, San Francisco, has resigned due to ill health. He is succeeded by Frank F. Kilsby, sales manager since 1919. Charles W. Collier has been advanced to general sales manager, and Clyde W. Morris to manager of the sales department.

* * *

D. A. MacQueen Transferred

D. Alexander MacQueen, formerly with the Macfadden Publications, and who recently joined *The Farm Journal* in Philadelphia, has been transferred to the New York office of *The Farm Journal* to cover New York State and New Jersey.

* * *

Heads Matchabelli Perfumes

Princess Norina Matchabelli, widow of the late Prince George Matchabelli, has been elected president of the Prince Matchabelli Perfumery, Inc., New York.

* * *

Opens Chicago Office

Clark-Hooper, Inc., New York, has opened a Chicago office in the Wrigley Building. Stephen H. Hartshorn will be in charge.

Up 26,820

from a daily average circulation of 173,881
for the year ended September 30, 1934

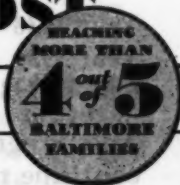
**to a daily average of
200,701**

for the year ended September 30, 1935

Here's the greatest year-round circulation
ever built by a Baltimore daily—enabling ad-
vertisers to practically blanket the market
with this one newspaper—for only 35¢ a line.

BALTIMORE NEWS • POST

Represented Nationally by
HEARST INTERNATIONAL ADVERTISING SERVICE
RODNEY E. BOONE, General Manager



Up 13,662

from an average Sunday circulation of 214,180
for the year ended September 30, 1934

**to a Sunday average of
227,842**

for the year ended September 30, 1935

Now the largest circulation in all the South is
a better buy than ever.

The Baltimore American

"figures taken from publisher's statement"

61,000 Bonus Cula November Issue... 35 I

PROGRESSIVE FARMER'S average net paid for the first 6 months of 1935 was 911,419 or 61,419 in excess of its 850,000 rate-basis guarantee.

Bonus circulation is nothing new for Progressive Farmer advertisers as the following record shows:

	Rate-Basis Guarantee	Average Net Paid	Excess over Guarantee
Year 1933 - -	850,000	880,003	30,003
Year 1934 - -	850,000	894,567	44,567
6 Mos. 1935 -	850,000	911,419	61,419

And Progressive Farmer advertising rates continue to be based on its 850,000 net paid guarantee.

Progress Fa And South Rura

BIRMINGHAM

RALPH MEMPHIS

250 Park Avenue, New York

Edward S. T. San Francisco

THE SOUTH'S
More than 900,000 A. B. C. Net Paid

LEADING M - A N I

Circulation... Record

.35 Linage Up 16%

THE November Progressive Farmer carries more advertising than any November issue in Progressive Farmer history.

With a total of 20,800 lines and with more all-edition advertising (nearly 19,000 lines) than in any issue in 15 years, this issue shows a gain of 36% over November 1934, 2% over November 1933, and 174% gain over the same issue of 1932.

Progressive Farmer's lineage gain of more than 16% for the first 11 months of 1935 represents a substantial gain over its lineage for the entire year 1934. And this is on top of a gain of 72%, 1934 over 1933!

s Farmer

with Ruralist

RALPH MEMPHIS

DALLAS

S. T. San Francisco

Daily News Bldg., Chicago

G M - A N D - H O M E M A G A Z I N E

Rate Base—\$50,000 Guaranteed

The most valuable player of 1935 in the
American League wears a Detroit uniform—
HANK GREENBERG

*First in runs driven in!
First in extra base hits*



The most valuable adver-
tising medium in Michigan
also wears a Detroit uniform!

First in Sunday circulation . . .
and first in results produced for
advertisers.

DETROIT  **TIMES**

"IN DETROIT . . . THE TREND IS TO THE TIMES"

REPRESENTED NATIONALLY BY HEARST INTERNATIONAL AD-
VERTISING SERVICE—RODNEY E. BOONE, GENERAL MANAGER

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I See Where . . .

THE Farmers Gin Company, Drew, Miss., is not a distiller but a new cotton co-op. . . . Twenty-five farm supply co-ops do over \$1,000,000 business a year each and 100 others do over \$100,000 each; 1,200 fruit and vegetable producers' co-ops with 185,000 members did business last year of \$182,000,000, says Farm Credit Administration. . . . Illinois Retail Liquor Package Association enters wholesale field with five private brands. . . .

Home construction movement definite factor in business recovery, possibly in 1936, probably in 1937, prophesizes Shelton of Kiplinger Staff in *Nation's Business*. . . . Department of Commerce issues "Advertising Methods in Argentina" and "Consumer Use of Selected Goods and Services by Income Class: Columbia, S. C." . . . AP to let members broadcast news through their own or affiliated stations but will not sell news to commercials. . . .

Representative Sol Bloom to conduct Patman Committee hearings in New York October 11. . . . Corn-hog producers to vote on continuance of AAA control program; balloting to be secret and conducted by county and community corn-hog committees and agricultural extension service. Butchers, packers and consumers can't vote so get your bets down on result if you can find any takers. . . . Federal Council of Churches to sponsor seminar on consumers co-ops December 30 and 31, at Indianapolis. . . .

Canadian manufacturers and chains getting around anti-discrimination law. . . . Pepsodent, having given up operation under California fair-trade law in July, reverses itself, issues new contracts, and gives NARD \$25,000 for fund to promote national law. . . . Indiana Retail Instalment Sales Act held unconsti-

tutional by Federal Court. . . . Texas chain-store tax bill amended by Senate committee to exclude filling stations, dairies, lumber yards, and utilities. . . .

As Philadelphia district court gives Campbell Soup Company restraining order preventing Government from collecting compensating tax on imported rice, U. S. District Judge Otis at Kansas City dissolves temporary injunctions granted twenty-four millers and packers against collection of processing tax, ruling AAA now constitutional due to amendments. Meanwhile, Department of Agriculture seeks way to raise money for farmer "benefit" payments if Supreme Court throws AAA out, Secretary Wallace mentions manufacturers sales tax, high income taxes, and reduction in tariff which would permit Japan and others to undersell American manufacturers here as possible alternatives. . . .

FTC charges NEMA and sixteen member manufacturers with unlawful combination, conspiracy, and restraint of competition. . . . Less creamery butter but more cheese, condensed milk, ice cream made in 1934 than 1933, says Bureau of Agricultural Economics. . . . Toronto Better Business Bureau formed. . . . Present value of *Delineator* \$2,500,000, testifies Edward Dibble of Harris-Dibble Co. . . . New York relief officials tired of feeding radio amateur hour aspirants from out of town stranded there. . . .

Congressional Intelligence predicts FTC will be no "big brother" in food probe. . . . "Love in Bloom" tops among 1934 radio played songs, say A. S. C. A. P. . . . Pennsylvania Liquor Control Board restrained from enforcing regulation against erection of beverage advertising signs. . . . President Affleck, of retail grocers, urges Patman committee include in investigation voluntary groups, retail-owned whole-

salers, and retailers, according to *New York Journal of Commerce*. . . . AAA announces 1935-36 tobacco processing tax rates reduced. . . . Automobile industry will probably close 1935 with aggregate profits double those for 1934, says *Wall Street Journal*. . . .

Potato amendment proving almost too hot for AAA which has rough time at hearing and issues six-page printed "Summary of the Potato Situation." . . . Department of Labor index of living costs in thirty-two cities unchanged from March 15 to July 15, being 2.7 per cent above June, 1934, and 8.0 per cent above 1933, but 17.7 per cent below June, 1930. Rise in food, house furnishings, and rents offset by declines in fuel, light, clothing and miscellaneous items. . . . Farm price index of Bureau of Agricultural Economics 107 on September 15 against 106 on August 15 and 103 on September 15, 1934. . . .

Guaranty Trust Company's index of business activity for August 72.3 against 70.8 for July and 66.3 for August, 1934. . . . Alexander Hamilton Institute index of general

business (1929=100) 79.6, up 21.5 over year ago. . . . Federal Reserve Bank general price level index (1913=100) for August 145 against 144 for June and 138 for August, 1934. . . . Dun's Review's index of commodity prices 177.5 on October 1, against 170.8 on September 1, being highest since May, 1930. . . . *The Analyst* wholesale commodity price index (1913=100) on October 1, was 122.2 against 123.4 previous week and 107.4 year ago. . . . Bureau of Labor wholesale commodity price index (1926=100) 81 on September 28 against 81.0 previous week and 77.2 September 29, 1934. . . .

Carloadings off 2.4 per cent for week ended September 28, against previous week, but discount this—it's due to six day coal strike. . . . August gasoline consumption 9.7 over August, 1934, says Bureau of Mines. . . . Food and textile prices hit new high for year in week ending September 28, says Department of Labor. . . . Families on relief decline 4.7 per cent and expenditures decline 8.3 per cent in August against July, says WPA. . . .

G. M. S.

♦ ♦ ♦

Eickelberg with Petry

Wilbur Eickelberg, until recently with Tower Magazines, Inc., has joined the New York staff of Edward Petry & Company, Inc. He formerly had been engaged in spot broadcasting on the Pacific Coast. . . .

Sales Executives Elect

Arthur C. Port, vice-president of the P. H. Hanes Knitting Company, Winston-Salem, has been elected chairman of the American Society of Sales Executives, which held its annual meeting at White Sulphur Springs last week. . . .

Plans Direct-Mail Exhibit

The Greater Advertising Clubs of Cincinnati will sponsor a direct mail and graphic arts exposition and clinic, to be held at the Hotel Gibson, Cincinnati, October 31, November 1 and 2. . . .

Open Studio

Leon DeVose and Ralph Kirkley have formed a partnership in the field of commercial photography, with offices at 41 E. 41st Street, New York. Both were formerly with Visomatic Systems.

New Account to Gray

Peter A. Frasse & Company, Inc., New York and Philadelphia, manufacturers' agent and warehouse, has appointed Jerome B. Gray & Company to direct its advertising. The account will be serviced by the agency's New York office. . . .

Nolan to Dixie Cups

Arthur J. Nolan, formerly with G. W. Kelsey & Company, New York, has been appointed assistant director of market research for the Individual Drinking Cup Company, Inc., Easton, Pa., Dixie Cups. . . .

To Move Advertising Office

The sales and advertising offices of the Republic Steel Corporation will be moved from Massillon, Ohio, to Cleveland. Location of the new offices has not been decided. . . .

Joins Germain Monteil

Miss Lillian Bell has resigned as sales manager of Martine Haubret Products, Inc., New York, to join Germain Monteil, New York, couturiers.

If You Were a Farmer—

YOU'D want to keep tab on Wallace and Washington. You'd want to know about the fast changing regulations of the AAA. You'd want to watch the tariff situation and the opening of foreign markets for your products.

These are the things you would want to know and you'd want to know them fast—not two or three weeks late.

There's one paper in the great agricultural territory surrounding Kansas City that is equipped to render this vital service to farmers—

The Weekly Kansas City Star!

Published each week (instead of monthly or semi-monthly),

Printed on high-speed rotary presses (instead of on slow magazine presses),

Circulated from a great railroad and postal center,

The Weekly Kansas City Star has what farmers want and that's why they take it in preference to competing farm papers.

Most rural route circulation in Kansas!

Most rural route circulation in Missouri!

Most total circulation of all weekly farm papers in America!

Lowest milline advertising rate of all farm publications.

The Weekly Kansas City Star.

LARGEST FARMERS' WEEKLY IN AMERICA

477,902 Paid-in-Advance Subscribers

WHO BUYS YOUR MOTOR CARS?

In what sections of Greater Cleveland are your own sales strong, weak or normal?

What are competitive lines doing in these sections? And what has been their past record?

Do *low priced cars* sell better in high economic areas, or in low economic areas?

Do *used cars* sell better in low economic areas, or in high economic areas?

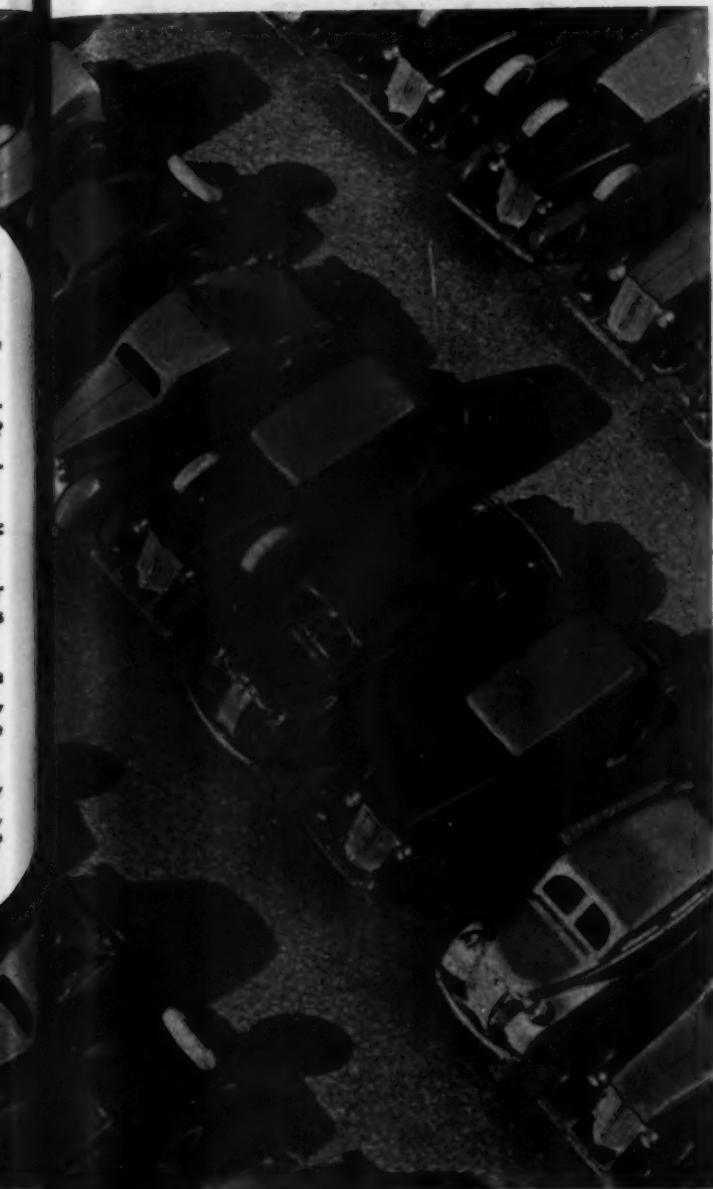
Is your dealer organization in Greater Cleveland located according to new car sales opportunities?

How many automobile owners are there in Greater Cleveland? How many one-car, two-car and multiple car families? Where do these families live?

Would you be interested in a quarterly report showing the new car sales, by makes, in 27 small districts of Greater Cleveland?

**CLEVELAND
PLAIN
DEALER**

**ASK US
WE KNOW FROM FACTS!**



Sales Contest Prizes

THE most ticklish job connected with running a sales contest is deciding a basis for awarding prizes. E. R. Squibb & Sons, Inc., is using an unusual system of rewarding salesmen, designed to eliminate all trouble with the determination of quotas or percentages.

By the Squibb offer, which is opened to wholesalers distributing the Squibb line, a salesman's compensation for making a large number of sales is a large number of chances to guess what will be the final sales volume of certain Squibb products during the contest period. On the accuracy of his guesswork depend his prospects of receiving prize money.

The purpose of the contest is to push a group of special combination offers made to retailers on popular items in the Squibb line. Salesmen must sell at least five of these special offers to enter the contest. The prizes are national—\$1,000 in cash the first, a Ford sedan the second, a total of ten altogether.

First prize goes to the salesman who guesses most accurately the number sold by all distributing houses of bottles of Squibb Liquid Petrolatum, Squibb Liquid Petrolatum with Agar, and Squibb Liquid

Petrolatum with Agar and Phenolphthalein combined.

He is supplied with a number of entry slips, and is entitled to fill out a slip with a new estimate after every sale of a special offer. Obviously the salesman with the greatest number of sales to his credit stands the best chance of winning, but any salesman has a chance, depending partly on his ability at sales estimates, his selling ability and his ordinary good luck. The contest runs from October 1 to November 30.

At the same time that the national contest is running, a wholesale house contest will be conducted. For this contest the country is divided into five zones, competition being between houses in each zone. Quotas based on monthly averages plus 50 per cent are set for each distributing house, and in each zone the unit showing the greatest increase over its quota will receive first prize. The prizes, of which there are ten in each zone, are in cash. Ten per cent of each prize goes to the sales manager of the house winning it, and the rest is divided among the sales staff.

The contest is expected to tie in effectively with a large fall advertising campaign.

Beckwith in Radio Field

Arthur H. Beckwith has been appointed commercial manager of Radio Events, New York, script library. He formerly was with The Griswold Building Company, Dictaphone Sales Corporation and the Fletcher Hall Corporation.

"Union-Leader" Advances Place

Vernon M. Place, for the last ten years with the advertising staff of the Manchester, N. H., *Union-Leader*, has been appointed to head the paper's newly organized merchandising department.

Death of Harry E. Slep

Harry E. Slep, vice-president, treasurer and director of the Mirror Printing Company, publisher of the Altoona, Pa., *Mirror*, died recently at Altoona. He was forty-eight years old.

Appoints Tracy-Locke-Dawson

The Schuylkill Valley Mills, Spring City, Pa., and New York, have appointed Tracy-Locke-Dawson, Inc., New York, to handle their advertising. Activity starts at once on the promotion of their Komfy-Top and Non-Run brands of women's quality hosiery.

Joins Cresta Blanca

Walter N. Hancock, previously advertising manager of the Roma Wine Company, Lodi, Calif., is now sales and merchandising manager of the Cresta Blanca Wine Company, San Francisco.

Beck Opens Studio

Will R. Beck, until recently with *Vogue*, has opened a photograph studio at 48 East 49th Street, New York.

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A Seven-Key Dealer Program

Time-Payment Financing, Inspired by FHA, Has Prominent Place in Ruberoid Campaign

As Told to Eldridge Peterson

By R. G. McCoy

Advertising Manager, The Ruberoid Company

WHILE due credit belongs to the New Deal Administration for the inspiration behind the Federal Housing Act and the modernization movement, a great share of the success the act has had in achieving its purpose undoubtedly belongs to the co-operation that manufacturers in the building field have given it.

As originally conceived, the act laid a great deal of emphasis on the place that banks would have in financing renovation. Perhaps it was too much to expect that banks, steeped in the tradition of collateral behind their loans, should take to a plan that guaranteed a loan only 20 per cent. The fact remains, however, that while some co-operation was given by banks, in many instances they were slow in responding to the type of loan conceived in the housing legislation.

Whereas the banks were slow, manufacturers in the building field, however, stepped in with their own financing arrangements under the leadership of several companies and it is to this enterprise on the part of manufacturers that a great deal of credit should be given.

The essence of the act, of course, is "personal" or "character" credit. What really has happened then is that manufacturers in the building materials field, under the inspiration of the act, have taken a cue from those industries, such as the automobile field, where this type of selling has been an accepted part of business for many years.

Even when the present act has served its purpose, I believe it will undoubtedly leave its imprint on the building trade. Companies that through the act have learned the

possibilities of time-payment selling in the building field will undoubtedly carry on while others will follow their lead.

Ruberoid, for example, is tying up successfully with the Housing Act and has stepped in with its own financing arrangements. Last January we revealed to our dealers a merchandising plan presented under the heading "Seven Keys to Open the Way for Your Share of the Home Modernization Market Created by the National Housing Act."

Finance Plan Complements Other Dealer Aids

A brief review of these seven keys will show how a company-sponsored financing plan automatically fills its niche in a well-rounded merchandising program. In fact, it is the first key that we list in a portfolio designed to present a complete business-getting plan for our dealers.

We offer to finance jobs where as little as 25 per cent of Ruberoid materials are used. In our portfolio the plan is described to dealers in this way:

"In order to make it easy for home owners to obtain loans for home improvement, the Ruberoid Company will finance jobs where as little as 25 per cent of Ruberoid materials are used at the rate set up by the National Housing Act with no down payments, no mortgage and no red tape. The Ruberoid non-recourse finance plan is of great assistance to dealers and contractors located in communities where banks have been slow in making improvement loans. In every community it enables dealers and applicers to simplify for the

home owner the procedure of obtaining a loan."

Briefly, here is the way the set-up for taking care of these finance arrangements has been evolved.

The first step was the establishment of a finance company, with offices in four cities—New York, Chicago, Atlanta and Detroit.

Four simplified printed forms

after checking the forms, then sends word to the dealer that he may proceed with his modernization job.

The third and last step is to have the dealer fill out a completion report and promissory instalment note. This final report is sent by the dealer to the finance company which immediately forwards a check to the dealer.

At this point of the arrangement the dealer has been paid for his work and stepped out of the picture, the instalments thereafter being paid by the home owner to the finance corporation.

Naturally this plan involves a certain amount of detail work performed by the dealer and a certain amount of responsibility on the part of the dealer to see that the forms are properly made out and that the mathematics of the finance arrangement are taken care of properly.

In order to help the dealer, therefore, we have had a folder made up in which all of these forms are printed and also filled out in hand-writing as they will be when completed. In the margin of this folder printed in red are directions for each step so that with this folder the dealer has a complete guide that really makes the transaction as simplified as possible.

This folder also contains a table and explanation so that the dealer can compute the exact amount for which the home owner's note is to be made out.

This explanation of the first key in the Ruberoid dealer program has been given in detail because it is new and is the focal point in the stimulation of new business. Here, briefly, are the other six keys in the plan and it can readily be seen how they follow through in providing a thorough sales campaign for dealers.

Key No. 2 is the company's national advertising. In a select list of magazines and farm papers we have been featuring the finance plan with real sales copy that carries a coupon in answer to which the company will send the inquirer details of the finance plan and

The RUDERFORD Co. FINANCE PLAN

For Rental

On New Motor Vehicle or
Used Motor Vehicle or Van



401-822-0100

FINANCE PLAN
FOR RENTALS
ON NEW MOTOR
VEHICLES OR USED
MOTOR VEHICLES
OR VANS
SALES OF NEW
VEHICLES
BY RENTALS

RU-DER-OLD FINANCE PLAN



**OPENS THE DOOR TO
MAJOR MODERNIZING
NOW
NO RISK
TO YOU!**

The Rutherford Plan has made it easy for people to enter an exciting new world of financing. The plan is so simple that a man can explain it to his wife in 10 minutes or less. The plan is so simple that a woman can explain it to her husband in 10 minutes or less. The plan is so simple that a man can explain it to his wife in 10 minutes or less. The plan is so simple that a woman can explain it to her husband in 10 minutes or less.

The plan of the RUDERFOLD Finance Plan is simple and easy to understand. It is a plan that is designed to help you finance your new car or van. It is a plan that is designed to help you finance your new car or van. It is a plan that is designed to help you finance your new car or van. It is a plan that is designed to help you finance your new car or van.

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The Rutherford Plan is a plan that is designed to help you finance your new car or van. It is a plan that is designed to help you finance your new car or van. It is a plan that is designed to help you finance your new car or van. It is a plan that is designed to help you finance your new car or van.

**MAIL THE COUPON
USE THIS LOW
INTEREST PLAN TO
GET MAJOR JOBS**

NAME

ADDRESS

CITY

STATE

ZIP

TELEPHONE

DATE

SIGNATURE

Featuring the finance plan in copy to dealers

supplied to the dealer are used to see the whole financing arrangement carried through:

The first is a contract in which the home owner and the dealer specify the work to be done and the amount to be charged and the method of payment.

The second form is a property owner's credit statement—the approved credit statement of the Federal Housing Administration. On this form the property owner lists his occupation, his annual income, any mortgage that he may have on his property and other pertinent information. When this form has been filled out, the dealer gives it to a local credit agency and asks it to prepare a character credit report on the home owner. This local credit report, the property owner's credit statement and the original contract are then forwarded to the office of the finance company which,

PITTSBURGH

"HEART OF THE STEEL EMPIRE"

...leader of the world in the production of iron and steel, is in the vanguard of the nation's steady march toward Prosperity. Consistent gains in steel output are reflected in larger payrolls, unleashing a mighty flow of buying power.



Alert advertisers are directing their selling messages to this great consumer market through the dominant and productive media of the evening and Sunday Sun-Telegraph . . . Seventh in the World in Total Display Advertising for 1934.

Daily and Sunday
Pittsburgh Sun-Telegraph

*** BETTER COPY DEMANDS BETTER PRINTING ***

literature on any of the company's products listed in the advertisement.

We tell dealers that similar coupon copy run last year produced many thousands of inquiries and that a large percentage of these inquiries came from actual prospects for re-roofing, re-siding and other renovating jobs—also that hundreds of sales were reported by the company's distributors as a result of following up these coupon leads.

Last year we were able to trace the sale of enough products to these coupons to justify our advertising, without taking into consideration sales that resulted and were not brought especially to the company's attention by dealers and salesmen. These coupon advertisements have also been very successful in lining up new dealers.

Key No. 3 is a planned direct-mail campaign—a series of three pieces for lumber dealers and a series of four pieces for applicators—which the company sends out from its home office to lists supplied by dealers. Dealers are charged only the postage for these mailings while the home office takes care that they are sent out at proper intervals.

Key No. 4 is the dealer sales aids which include a rotogravure mailing, folders, booklets, model boards, window, counter and showroom displays which dealers may have for the asking.

Key No. 5 consists of mats and electros for local newspaper ad-

vertising, the expense of which in many instances is shared with the dealer.

Key No. 6 consists of the company's products (including asphalt and asbestos shingles and sidings) which have been distinctively designed and made up in harmonious colors to meet current demands of home owners.

Key No. 7, we point out, is our nine factories conveniently located to serve distributors. These factories insure prompt deliveries and six sales and service division offices insure prompt and efficient cooperation for dealers through strategic locations.

Thus it can be seen that the obstacle of ready cash, which has held up home owners from repairing their houses, having been taken care of by an easy method of financing, the dealer also has at his command all the weapons of modern merchandising that can help him go out and successfully get business.

Among our dealers there has been evident a new and stimulating desire to take advantage of the Housing Act and its possibilities; many dealers who had not been advertising locally for years are now taking space again and gradually dealers in the building field are becoming educated to the fact that they can no longer sit back and wait for business to come to them but that they must employ the modern methods that merchants in many other fields are using.

Boston Printers Sponsor Course

An eight-lecture series on composition is being sponsored by the Boston Club of Printing House Craftsmen. The series will be held in the Wentworth Institute, starting November 7. The Leo A. Monks Medal, in memory of a former president of the club, will be awarded at the close of the course to the writer of a thesis deemed best by a board of judges.

"Modern Brewery" Appointments

Joseph Mehr, for a number of years with Conover-Mast, has been appointed Eastern manager of *Modern Brewery*, New York. Neal Weber and Richard R. Wagner, who recently joined the staff of *Modern Brewery*, will represent the publication respectively in New York and Chicago territory.

Pines Winterfront Appoints

The Pines Winterfront Company, Chicago, has appointed Reincke-Elis-Youngren & Finn, Inc., of that city, as its advertising agency. Automotive trade and business publications will be used in a new campaign on an improved Winterfront, together with a number of other automotive products whose manufacture has recently been undertaken by the Pines Winterfront organization.

Bigelow Joins Ullman Agency

Dana H. Bigelow, until recently assistant advertising manager of *Review of Reviews*, New York, has joined the Roland G. E. Ullman Agency, Philadelphia, as vice-president. He will be in charge of the new business department.

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Advertising Collects Taxes

Story of Michigan's Campaign That Brought in \$10,000,000 and Lifted State Out of Red

"WE are applying business methods to the task of collecting taxes. We are advertising, just as the merchant and the manufacturer do."

Thus spoke Governor Frank D. Fitzgerald, of Michigan, last August when his State inaugurated a \$75,000 advertising program urging payment of delinquent tax bills by September 1, 1935. Today the exchequers of Michigan county treasurers swell with evidence that "business methods" are indeed pertinent to the processes of government.

More than \$10,000,000 in tax remittances has been accounted for as a result of the advertising campaign. Nor is this the whole story. Many counties are still endeavoring to catch up with the flood of payments. A conservative estimate places the total figure, when all returns have been accounted for, as well toward \$15,000,000. In addition, about \$25,000,000 in delinquent taxes has been revived on a ten-year payment plan.

For the last two years Michigan has had on its statute books a law known as the Moore-Holbeck Act, which provided that: (1) delinquent taxes for 1932 and prior years might be paid in full without any interest or penalties on or before September 1, 1935; and (2) that such taxes could be paid in annual instalments over a period of time up to ten years, provided that payment of the first tenth was made on or before the same date. Subsequent payments were to carry an annual interest charge of 4 per cent from September 1.

Not only were the delinquent taxpayers slow to take advantage of the provisions of this act, but a State-wide agitation for cancellation of all back taxes developed. As the deadline neared, the agitation for cancellation increased in

intensity. Naturally, in the face of the cancellation possibility the delinquent taxpayers hesitated about meeting their obligations, even though penalties ranging from 27 to 45 per cent had been eliminated by the legislature.

Early in the summer the State Association of County Treasurers took alarm at the indifference of the taxpayers. They saw a very real possibility that the September deadline might come and go without any accruing advantage to the State and its units of government. The association passed a resolution declaring an existing emergency and calling upon the State administration to recognize the existence of this emergency by providing funds for meeting it through a campaign of education and information.

Governor Fitzgerald moved to put the campaign into action through his Administrative Board and other State officials. The Board authorized auditor-general John J. O'Hara to proceed with plans for the advertising, with an appropriation of approximately \$75,000, and the campaign got under way during the first week of August.

Almost Every Type of Medium Used

Daily and weekly newspapers, farm papers and miscellaneous publications were used. The largest campaign of outdoor advertising ever used in Michigan—1,400 twenty-four-sheet posters—was inaugurated. Every radio station in the State was used for several spot announcements each day, the broadcast campaign alone providing 1,917 messages. The newspaper advertisements were ten inches by four columns. County treasurers distributed in their respective communities a million two-color folders

which told the complete story of the tax situation.

Self-interest was the dominant keynote of the appeals. Civic duty, patriotism and other impersonal abstractions were played down in favor of a factual exposition of the advantages which tax payment would bring to the taxpayer. To this end were stressed: (1) Savings in interest of 27 to 45 per cent—and more. (2) Saving the home and keeping it from going to tax-title sale. (3) Eliminating worry over the possibility of losing the home.

Typical headlines were:

"Save Your Home" is More than a Slogan. It is a Code for Personal Action.

Michigan's first interest is in its People! That's why we say: "Save Your Home."

Concurrently, the advertising also sold confidence in the State government. It pointed out that the legislature had made an earnest and thoughtful effort toward lightening the taxpayer's burden by making concessions in both interest and penalties and by providing a convenient plan for funding back taxes over a ten-year period. This background of confidence was, of course, an important part of the whole formula.

The campaign had hardly gotten under way when newspapers throughout the State took cognizance of it with editorial endorsements and almost daily reports of its progress. When the program was at its halfway mark, Governor Fitzgerald reported on the progress of the campaign on a State-wide radio hook-up and also gave official notice that delinquent taxes

would not be cancelled. He urged people to pay in accordance with the plans that were in effect, reporting that the State was out of the red for the first time in years and that its budget was balanced.

The flood of tax payments at the climax of the drive all but swamped the county treasurers. Not a single one of Michigan's eighty-three counties failed to collect many times as much in back taxes during August of this year as it did in the same month of 1934. Not unusual were these county reports: Kent, \$500,000 in August, 1935, as against \$60,000 in August, 1934; Ingham, \$310,000 against \$43,000; Cass, \$35,000 against \$8,000; Houghton, \$20,000 against \$3,700; Tuscola, \$56,000 against \$7,000; Keewenaw, \$4,800 against \$67; Wayne, \$2,500,000 against \$591,000.

The impetus given back-tax collections during August was so great that it carried over into September.

Even the so-called "home rule cities" of Michigan, which, like Detroit, collect their own taxes and did not come under the provisions of the Moore-Holbeck Act, have reported a great acceleration in collections. City people who were clearing up their State and county taxes took occasion at the same time to pay their city taxes also.

Auditor-general O'Hara has declared the campaign to be "the natural result of a systematic effort to remind the people that real money could be saved. It is human nature to forget. But with newspapers, radio stations and poster bulletins constantly proclaiming the benefits to be had by immediate payment it became almost impossible to forget this drive."

Dryden with O. S. Tyson

Harry W. Dryden has joined the executive staff of O. S. Tyson & Company, Inc., New York agency. He was formerly connected with General Electric, Studebaker and Fafnir Bearing.

Acquires Panama City "Herald"

John H. Perry, Florida publisher, has acquired the Panama City *Herald* and has converted it from a weekly to a daily.

Joins Central Advertising Service

Max Ben Pearlman, formerly with the H. L. Stedfeld Company, Inc., New York agency, has joined the Central Advertising Service, Inc., of that city, in charge of plans and production.

Names Federated Sales Service

The Federated Sales Service, Boston, has been appointed marketing counsel for the Eveready Manufacturing Company, Worcester, Mass., stapling machines and staples.

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It took New Yorkers just two weeks to thumb this classified telephone directory into retirement. (The photo has not been retouched.)

Such popularity is bad for the book, but good for the firms listed in the 'yellow pages.'

Surveys show that more than 85% of all telephone subscribers use the classified telephone book to help them with their buying—to learn “where to buy it.” The photograph above confirms the findings of the survey.

Let the classified directory tell prospects where to buy your brand. Arrange to list dealers under your brand in directories where you have distribution.

Circulation figures and specific estimates furnished on request.



AMERICAN TELEPHONE & TELEGRAPH CO.
Trade Mark Service Division

195 Broadway
New York



311 W. Washington
Chicago

An Editor on Humanity

NOW comes an editor with a big-scale audience to tell "What Interests People and Why." Between sheepskin covers have been assembled six lectures by Morrill Goddard, editor of *The American Weekly*. The new volume, distributed in a limited edition to men engaged in advertising, augments an earlier book that included four lectures.

Psychologists—professional and amateur—will find interesting Mr. Goddard's listing of sixteen elements of human interest—

"Love—including concern for animals, sentimentality, sympathy, pathos.

"Hate—including revenge, envy, intolerance, cruelties, atrocities.

"Fear—including cowardice, health fads, apprehension of evils, dependence.

"Vanity—including pride, false pride, swagger, egotism, beauty culture.

"Evil-doing—including crime, scandal, immorality, deception, vice, dissipation.

"Morality—including uplift, humanitarianism, charity.

"Selfishness—including self-interest, indulgence, cupidity.

"Immortality—including longevity, hope of future life.

"Superstition—including religion, credulity, mysticism.

"Curiosity—including mystery, inventiveness, morbidness, activities of the rich and prominent.

"Veneration—including reverence for men and customs, homage, beatification.

"Ambition—including love of power, approbation, desire to excel, fashions.

"Culture—art, literature, aesthetics.

"Heroism—bravery, adventure, self-denial (inferiority complex,

that brings on hero worship).

"Science—craving for knowledge, interest in abnormalities, prodigies.

"Amusement—recreation, inventiveness, sports, contests, games, festivities, humor, absurdities, escape from boredom, thrills."

About advertising, and its understanding of basic appeals, Mr. Goddard says:

"I think some advertisers are influenced by fetishes and false propaganda and persist in using ill-advised copy and the wrong mediums. A careful study of the social and cultural and economic levels and the determination of which ones the advertiser should reach for his particular product are of great importance."

And even editors, Mr. Goddard reveals, confront the problem, recently discussed in *PRINTERS' INK*, of what to do with the volunteered idea.

Mr. Goddard relates:

"Overcome by the insistence of one persistent visitor, I told the boy to show him in. Briskly he came, snatched a chair and said:

'Will you pay \$10,000 for a suggestion that you admit is worth \$10,000?'

"Yes," I replied, 'if it's worth \$10,000.'

"Very well. Now, it is a suggestion that is absolutely new, never has been done before, is so overwhelmingly interesting that you will admit every reader will turn to it first and ahead of anything else in the paper. Would a brand new idea, good week after week, and of such compelling interest be worth \$10,000?'

"Yes, if your idea measures up to those qualifications. What is your idea?'

"Run a department every Sunday headed UNFIT FOR PUBLICATION."

Appointed by RCA

J. L. Hallstrom has been appointed New York sales manager in charge of sixteen millimeter sound projection, slide-film and amateur sound equipment sales, of the RCA Manufacturing Company, Camden.

Form Taxy-Talky-Tyres

Taxy-Talky-Tyres, Inc., a new company, has arranged with the Henkel Corporation, also of Chicago, for the exclusive handling of "Talky-Tyres," a motion advertising device. Headquarters are at 400 North Michigan Avenue.

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Good Business Letters

Three Case Studies Showing What to Do and What Not to Do in This Kind of Personal Selling

THE OHIO CULTIVATOR COMPANY
BELLEVUE, OHIO

Editor of **PRINTERS' INK**:

In a recent issue of your magazine an article appeared criticizing many letters that are written today, especially the clause "will you kindly advise."

Since reading this article I have taken particular notice of letters coming in to our office and find it is one of the most common expressions in letter writing. In fact, we use this frequently ourselves.

Your critic has a good deal to say about what should not be done, but he makes no recommendations of particular value as to what constitutes a good business letter. It is very easy to criticize, but, like running the Government, one must make some constructive criticism to be of any value.

We have been greatly interested in the art of letter writing and have secured a number of books and literature from which valuable suggestions have been received, but we are still in search of some information that will be helpful along this line. If you have any suggestions we will greatly appreciate them.

D. SELTZER,
President.

AMOS BRADBURY'S several articles concerning his own "pet peeves," stilted phrases and words in most business letters, have caused wide discussion. His somewhat excited requests for better business letters, by which he means more letters "that sound like a sane man talking to a friend," have caused many an executive to ask, as Mr. Seltzer does here, for constructive suggestions.

The importance of better letters is everywhere admitted. Rather than argue as to what constitutes a "good business letter," we shall use the case-study method. We

shall therefore confine this answer to Mr. Seltzer to three case studies—one a big organization that secured practical results from re-making its letter system, and two small concerns that grew large through the use of "good" letters.

1. The American Rolling Mill Company. The book, "Making Letters Talk Business," published for the benefit of its own organization and that of its customers by the makers of Armco Iron, says at the top of one of its pages, "Every letter sent out on Armco stationery should be worthy of the character, reputation and tradition of Armco."

It then proceeds to tell why "driftwood" in letters is bad. "Stock phrases," it says, "are the deadeners of letters. Hackneyed, meaningless, threadbare business debris—stock phrases are the dregs of routine thinking which lulls the writer into business insensibility."

As examples of dead phrases it lists such ones as "Contents of your esteemed favor duly noted" and others of which a selection follows:

ACCORDING TO OUR RECORDS

This is quite obvious. Your reader knows that we get information from our records.

ADVISE

The most abused, misused, and overworked in business writing. It means to give *advice*, not to *inform* or *tell*.

ASSURING YOU OF OUR PROMPT ATTENTION

In other words, we want the reader to feel that we will get up and dust, but this old singsong way of saying it makes him yawn.

AT ALL TIMES

Always is two words shorter.

ATTACHED FIND

Attached *is*. He will find it.

ATTACHED HERETO

Why *hereto*? How could it be otherwise if attached?

BEG

Let's be too proud to beg. We're not in that business. "God pity the beggar that begs to advise."

BY RETURN MAIL

Immediately or at once is stronger.

FAVOR

A letter is a letter, not a favor. Why not say what is really meant? Favor is a perfectly good word, but favor and letter are not interchangeable.

IN REPLY WISH TO STATE THAT

Just go ahead and state it or say it. Omit this preliminary.

KIND

Often used, as "*Your kind favor*," "*Your kind offer*." Kind is a good word when used in connection with an act of personal consideration, but not every letter is a "*kind favor*" nor is every order a "*kind order*."

KINDLY

In the expression "*May I kindly ask you to furnish us with this information*," kindly indicates the manner of asking. Is your own act a kind act? Would you "*unkindly*" ask someone to furnish the information? Courtesy there must be always, but courtesy should never be strained.

[Ed. Note: This, the phrase that Mr. Seltzer mentions particularly, is thus described and disapproved by Armco. As a constructive suggestion is it not more logical to say "Will you please tell us" than "Will you kindly advise." Note that "Advise" is called in the same book, "The most abused, misused, and overworked word in business writing."]

PLEASE BE ADVISED THAT

Observe that these words are wholly unnecessary.

We have selected less than one-half of the "business-letter driftwood," set down by the Armco people as phrases to be avoided by their correspondents.

How this book came to be written will indicate why such phrases were made taboo.

More than twelve years ago, the

American Rolling Mill Company began a careful study of its outgoing correspondence. The officials felt that letters are, in the broadest sense, a vital form of advertising and can build or hurt good-will. Executives thought this important department, where the company touched its customers, could be vastly improved.

The direct-mail division of the company was asked to do something about improving the company's letters. A correspondence adviser was given the full-time job of supervising all outgoing mail. Carbon copies of all letters were sent to him once a week. After a study of all mail, the correspondence adviser prepared and sent out to the Armco organization a bulletin on better letter writing.

These bulletins were read and checked off by everyone who had anything to do with the company's correspondence. Executives, department heads, dictators of all sorts of letters, as well as stenographers and typists received them.

As the bulletins began to circulate among members of the home office organization, requests were received from customers and other people on the outside who were interested in improving their own letters. Finally the demand for back numbers of the bulletin became so insistent that they were compiled in two pamphlets. They were then published as a service to customers in a friendly desire to let all who were associated with the company, directly or indirectly, share in any good suggestions that helped to build profitable and satisfactory business.

These early bulletins contained ten pages of useless words and phrases—meaningless groups of words that clutter up so many business communications and befog the reader. They were listed because readers of the letters had actually become confused by one or more of them and had said so.

Later these pamphlets took the form of the book mentioned, still called, "Making Letters Talk Business." This book has been reprinted many times since its original appearance in 1924. The company is considering revising and reprinting



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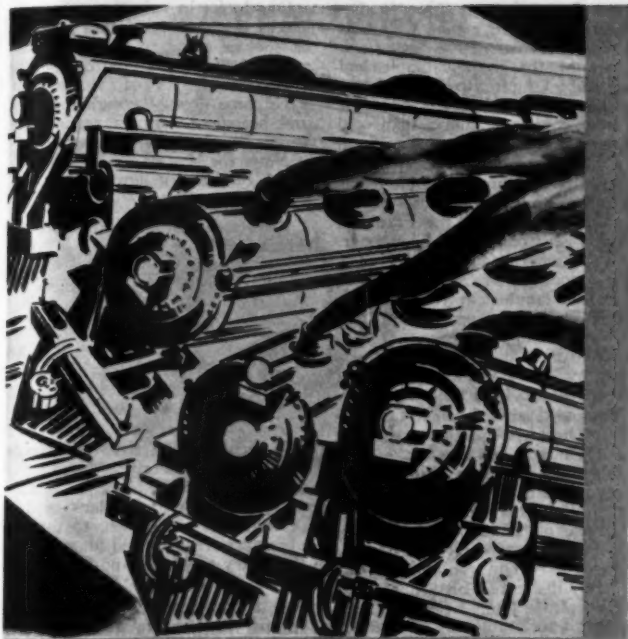
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QUALITY

weighs 800 tons

Weigh 4 locomotives . . . and you're 100 tons short of the pressure Rapid uses to impress the pattern into wax. In lead moldings as high as 2,000 tons! All in the day's work. Matching the excellence of Rapid-made plates is Rapid's delivery system . . . nationwide service out of Cincinnati, local service from Rapid-controlled plants in New York and California . . . a system keyed to today's transportation speeds. Everywhere concerns, large and small, turn to Rapid. If you have not yet done so—next time try Rapid.

The Rapid
ELECTROTYPE Co.

**LARGEST PLATE MAKERS
IN THE WORLD**

**CINCINNATI • BRANCH OFFICES: NEW YORK, CHICAGO
SAN FRANCISCO**

**THE ATLANTIC ELECTROTYPE & STEREOTYPE CO., 228 E. 48th St., N. Y.
HOFFSCHNEIDER BROS., 600 Howard St., San Francisco and
324 Thirteenth St., Oakland**

it, but is not in a position to distribute any more copies. This is too bad because this Armco book is one of the most valuable and practicable guides to better letter writing ever published. The last edition contained more than 200 pages of helpful information.

2. An extremely practical use of letters that use human, simple terms instead of cluttering themselves up, are those sent out by the Frank E. Davis Fish Company of Gloucester. This business began humbly in a little wooden shack. The local fisherfolk laughed at young Frank Davis' idea of selling fish by writing letters to strangers. Yet a great business has been built up entirely by letters written in the first person, signed by Frank E. Davis.

They all start off "Dear Customer." They ask questions such as this, "Do you want to make your meals taste different this winter? Do you want to get more pleasure out of them than ever before?"

Instead of "Kindly advise whether you have as yet received," he uses phrases like "Did you get my book of tasty dishes?" Instead of "Attached please find," he says, "I am sending you."

3. Another example of simple letters that entirely omit useless phrases are those mailed by Thompson & Company, which for twenty years has been selling cigars, by mail only, from Florida. "Try 'Em Before You Buy 'Em," was the motto Mr. Thompson adopted from the start. In 1918 when the business moved to Tampa, sales had mounted to more than 1,000,000 cigars a year. Eventually, by mail only, 20,000,000 cigars were sold.

All of the Thompson letters are signed by the *nom de plume* of "Tom Timmins" and are cheery, simple and to the point. They start off "Dear Friend." One successful letter starts this way:

You and I have never met personally—but I like to think you're sorta friendly—and have a little confidence in me and the company. Perhaps I'll have to change my ideas when I get your reply to this letter but I hope not.

One looks in vain through these letters for any word that couldn't be spoken aloud in a man's office without sounding stilted or foolish. No little messes of words that have come down through the ages and befogged many a reader, are to be found in any of them.

Note the following final paragraph of a recent letter that pulled amazingly:

Please mail the enclosed card today, the postage is paid on it. Just fill it in and drop in the nearest mailbox and the cigars will be on the way shortly. Thank you.

Short sentences and simple words have built this great mail-order business. Men who write letters that must pull returns do not write long, involved sentences nor hackneyed, stilted phrases.

Especially in a letter, the keynote ought to be sincerity. Nothing is so apparent in a letter as a lack of sincerity, and this lack is due, seven times out of ten, to the use of insincere words and phrases that are hoary with age, and worse than useless.

A few minutes of careful thinking on the wording of the opening paragraph will often give to a whole letter an air of sincerity and at the same time act as the attention-getter it is supposed to be.

It has often been proved that the best sales executive or an excellent salesman is not necessarily a writer of good sales letters. Too many letters to retailers, for example, bear all the earmarks of having been put together in a hurry after someone had said, "It's time we got out another letter to our dealers." If the writer of some of those letters would read them aloud to one retailer around the corner, he would never send them out to a large list.

The themes of letters, the words they contain, ought to be studied over as carefully as the themes of a big advertising campaign. Consider a letter always as a personal messenger.

As the president of Armco said in one of the company's bulletins, "Every letter should radiate sincerity, should have the warmth and

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Bible Co.
New York

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THE PARABLE OF THE SOWER

A BIBLICAL TEXT FOR ADVERTISERS



Bible Courtesy of
New York Bible Society

A sower went out to sow his seed; and as he sowed, some fell by the way-side; and it was trodden down, and the fowls of the air devoured it.

And some fell upon a rock; and as soon as it was sprung up, it withered away, because it lacked moisture.

And some fell among thorns; and the thorns sprang up with it, and choked it.

And other fell on good ground, and sprang up, and bare fruit an hundred-fold.

LUKE, VIII. 5-8.

THE advertising dollar you spend in general women's magazines is like the seed of the sower. 54% of it falls on good ground—mothers of growing children—and bears fruit an hundred-fold. 46% of it falls on less productive soil—single women, married women without children, and women whose children have grown up.

But the advertising dollar you spend in The Parents' Magazine is seed that falls 100% on good ground. For none

read The Parents' Magazine save mothers of growing children with the needs of an average family of four to meet.

It is simple wisdom to cultivate first the land that gives the greatest yield. That is why The Parents' Magazine market has never lain fallow, why The Parents' Magazine—among leading magazines—is the only one to show an advertising gain in each of eight consecutive years, and why more and more advertisers are learning to their everlasting profit that—

AN ADVERTISER'S BEST FRIEND IS A MOTHER
AND A MOTHER'S BEST FRIEND IS THE PARENTS' MAGAZINE

THE PARENTS' MAGAZINE

9 E. 40th ST., NEW YORK • 230 N. MICHIGAN AVE., CHICAGO

glow of the handclasp of friendliness." Every writer of a business letter who will remember those two words, sincerity and friendliness, will subconsciously eliminate

the stock phrases that cause so many letters to sound flat and commonplace. He will pick simple words that make the reader see, feel, understand, believe and act.

* * *

Building Material Campaign

Meetings have been held throughout the country to assure salesmen of the Universal Gypsum & Lime Company that, following purchase of control by the National Gypsum Company, plans are under way to perpetuate the Gypsolite and Universal brands which they handle. Financial, engineering and sales support is promised them.

Lumber and building material dealers will be supported with a merchandising campaign. An immediate expenditure of \$500,000 is being made in the six Universal plants.

M. H. Baker, president of National Gypsum, has been elected president and chairman of Universal. R. F. Burley and Gordon H. Tarbell, vice-presidents of National, also become vice-presidents of Universal. Frank G. Krumhold, Universal vice-president, was re-elected.

* * *

Coleman-Fairchild, New Business

Arthur E. Fairchild, who retired from the Fairchild Publications, New York, about seven years ago, together with George Edward Coleman, Boston banker, has organized a selling group under the name of Coleman-Fairchild Associates with offices at 151 Fifth Avenue, New York.

* * *

Joins Alex D. Shaw & Company

Thomas W. Balfe has been appointed vice-president and general sales manager of Alex D. Shaw & Company, Inc., an affiliate of the National Distillers Products Corporation. For the last ten years Mr. Balfe was executive vice-president of R. C. Williams & Company, Inc.

* * *

Death of G. W. Weippiert

Gustav W. Weippiert, former advertising manager of the Chicago Manufacturers Association, died at Jamestown, N. Y., where he had resided since his retirement four years ago. He was seventy-two.

* * *

O'Brien with Fenger-Hall

Dutton O'Brien, formerly circulation manager of the San Mateo, Calif., *Times*, has joined the Los Angeles staff of the Fenger-Hall Company, Ltd., publishers' representative.

* * *

Has Brewery Account

The Fecker Brewing Company, Danville, Ill., has appointed the Chicago office of the United States Advertising Corporation to direct its advertising account.

Heads Boston Legion Post

H. Lyman Armes, David Malkiel Advertising Agency, Boston, will be the new commander of the Crosscup-Fishon Post of the American Legion, Boston, advertising men's unit. Earl M. Dempsey, Boston *Herald*; Daniel J. Harkins, North German Lloyd-Hamburg American Lines, and Claude S. Hartwell, attorney, were elected vice-commanders. Among the other officers elected are: William J. Longworth, adjutant; Lindley A. Bond, finance officer; Herbert Stephens, chaplain; Paul C. Jouannet, historian; and Forrest L. Barber, sergeant-at-arms.

* * *

Plans Medical Campaign

The Health Products Corporation, Newark, N. J., has decided upon a policy of advertising and promoting its White's Cod Liver Oil Concentrate products exclusively to and through the medical profession. These products will be advertised in a campaign, beginning immediately, in medical journals using double the amount of space heretofore used during a similar period. Direct mail and sampling will also be a part of the program.

* * *

Name Boston Agency

The A. C. Lawrence Leather Company, Peabody, Mass.; England-Walton Company, Boston, tanners, and the Morgan Construction Company, Worcester, Mass., steel mill equipment, have retained as counsel the James Thomas Chirurg Company, Boston agency.

* * *

Cleveland Marketers Elect

Louis J. Ott, advertising manager of The Ohio Brass Company, Mansfield, Ohio, has been elected vice-president of the Industrial Marketers, Cleveland. He succeeds E. B. Bossart, who recently became president.

* * *

Brunner Buys Stefan Interest

Leo Brunner has bought the interest of Edward J. Stefan in Stefan, Inc., window display installation service, Milwaukee. As previously reported, Mr. Stefan has retired as president.

* * *

Appointed by Pentland Agency

E. Carolyn Ries has been appointed art director and production manager of the Mary Pentland Advertising Agency and will supervise work in both the agency's Seattle and Portland offices.

The MILWAUKEE SENTINEL

*Breaks all circulation
records in its history*

106,565

Daily Average 6 Months Ending Sept. 30, '35

THE only Milwaukee Newspaper to
break all previous circulation records
for any six months' period.

The only Milwaukee Newspaper which
has shown a continuous circulation in-
crease since 1930.

Increase one year 7,839 or 8%

Increase five years 34,263 or 47%

The SENTINEL is the only Morning
Newspaper in Milwaukee, and the largest
Morning Newspaper in the entire State
of Wisconsin.

SEPTEMBER AVERAGE NET PAID CIRCULATION OF THE MORNING SENTINEL WAS

112,529

MILWAUKEE SENTINEL

Milwaukee's only Morning and Fastest Growing Newspaper

PAUL BLOCK and ASSOCIATES

National Advertising Representatives

New York
Detroit

Boston
Cincinnati

Chicago
Los Angeles

Philadelphia
San Francisco

Tower Bankruptcy Petition

A VOLUNTARY petition in bankruptcy has been filed in the Federal Court at Scranton, Pa., by Tower Magazines, Inc. This step explains why October issues of the company's six publications failed to appear on sale in the Woolworth stores, through which they are distributed.

The petition was signed by Catherine McNelis, president and founder of the company that was started in 1929 and quickly estab-

lished itself as a phenomenon in publishing operation. It was the pioneer in getting distribution solely over the counters of chain stores.

Miss McNelis, who lists liabilities at \$400,000, says that high printing costs are responsible for the company's present financial difficulties.

The Tower group includes *Home*, *New Movie*, *Tower Radio*, *Mystery*, *Serenade* and *Tiny Tower*.



Names Maryland Agency

The McLennan Advertising Service, Salisbury, Md., has been appointed to handle the advertising account of E. W. Townsend & Sons, fruit growers of that city. Agricultural and general magazines will be used.



New Vancouver Service

J. Price, formerly with Benwell, Price & Atkins, Ltd., Vancouver, B. C., is now head of a new advertising service, The Price Gourlay Advertising Agency, Ltd., 413 Granville Street, Vancouver, B. C.



New Accounts to Reese

The J. M. Gidding Company, Cincinnati, women's specialty shop, has appointed Thomas H. Reese & Company, Inc., New York agency, to handle its advertising account. Magazines will be used.



Death of C. W. Staudinger

Charles W. Staudinger, former advertising manager of Anheuser-Busch, Inc., died last week at St. Louis, aged seventy-nine. He had been with the company as advertising manager from 1895 until his retirement in 1931.



With Fort Worth "Press"

Virgil A. Segale, who has been with the Cincinnati *Post*, has been transferred to the Fort Worth, Tex., *Press*, Scripps-Howard newspaper, of which he becomes classified advertising manager.



Luther Joins Fairfax Agency

Otto Luther, for ten years plan manager and art director for *Chain Store Age*, New York, is now with the H. W. Fairfax Advertising Agency, Inc., of that city, in a similar capacity.

WLS Advancements

George C. Biggar, program director of Station WLS, Chicago, has been made director of program promotion, a newly created position. Harold Safford, formerly chief announcer, succeeds Mr. Biggar.



Join Livermore and Knight

Colburn Hardy and Horace Barry have joined the sales staff of the Livermore and Knight Company, Providence, R. I., creative advertising. They will represent the company at its New York office.



Mitchell-Faust Appointed

The Mitchell-Faust Advertising Company, Chicago, has been appointed to handle the advertising account of the Jenny Wren Company, a subsidiary of the Bowersock Mills & Power Company, Lawrence, Kansas.



Head Huntington Club

The Huntington, W. Va. Advertising Club has installed the following officers: E. J. Lester, president; Harry S. Boyd, vice-president; and Miss Harriet M. Casto, secretary.



On New York "Mirror" Staff

John A. Barron has joined the local advertising staff of the New York *Daily Mirror*. He has been on the advertising staffs of the New York *Herald Tribune* and the New York *Post*.



Ashwell to Schmidt Press

James B. Ashwell, formerly sales representative of the Plandome Press, New York, has joined the sales staff of Frederick W. Schmidt, Inc., of that city, typography and printing.

BY FAR THE LARGEST CIRCULATION OF ANY CANADIAN DAILY NEWSPAPER

FIRST

in Canada

in Retail, Automotive
Total Display, and

**TOTAL
ADVERTISING**

(including Classified)
(8 months 1935,
Jan. 1-Aug. 31)



Leads Canada in
ADVERTISING VOLUME

Leads Canada in
DAILY CIRCULATION

Lowest
MILLINE RATE
in Canada

Dominant Coverage in
**CANADA'S FIRST
MARKET**

Daily Average Circulation, 6
months, Ending March 31, 1935.
Publishers' Statement to A.B.C.

247,789



TORONTO DAILY STAR

One of the World's Greatest Newspapers

REPRESENTED IN UNITED STATES BY CHAS. H. EDDY CO.

NEW YORK CHICAGO BOSTON

FHA and Newspapers

*Printers' Ink Bureau,
Washington, D. C.*

MORE than 300 newspapers in thirty-nine States have made inquiries of the Federal Housing Administration about the possibility of making improvements and installing new machinery in their plants under the amendment to the National Housing Act extending modernization credit in amounts up to \$50,000.

New equipment and machinery which can thus be financed under insured loans include:

Power presses, typesetting machines, stereotype machinery, rotogravure equipment that is non-portable, suction tube systems for transporting news copy, elevators, carrying systems to transport newspapers from the press room to the mailing department, permanently

installed photographic illumination systems, engraving room equipment that is permanently installed or non-portable such as non-portable cameras, built-in developing troughs, etc.; exterior illuminated signs, air-conditioning systems, matrix reproduction machinery, sprinkler systems, burglar alarm systems, built-in amplifying equipment for sports announcing, etc.

H. Dorsey Newson, chief of the Newspaper Section of the FHA, told the New Jersey Press Association Monday, Oct. 7, at its meeting at Rutgers College, New Brunswick, N. J., that the modernization section has now become as permanent a part of most newspapers as the automobile pages. The FHA has been mainly responsible for the stimulation of this advertising activity.

♦ ♦ ♦

Chicago Art Directors Elect

William A. Kittredge, R. R. Donnelley & Sons Company, is the new president of the Art Directors Club of Chicago. He succeeds George S. Lyman, of Roche, Williams & Cunningham, Inc.

Other new officers are: First vice-president, William H. Savin, Roche, Williams & Cunningham; second vice-president, Lou Ingwersen, J. Walter Thompson Company; secretary, John E. Olson, Leo Burnett Company; treasurer, John B. Breunig, Needham, Louis & Brorby, Inc.

Howard Taylor, W. E. Long Company, and Mr. Lyman were elected to the board of directors. E. Willis Jones, Needham, Louis & Brorby, and Scott Runge, N. W. Ayer & Son, Inc., are hold-over directors.

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Elected by Armstrong Cork

C. J. Backstrand, general manager of the floor division of the Armstrong Cork Company, Lancaster, Pa., has been elected a member of the board of directors of the company. He is also vice-president and director of the Armstrong Cork Products Company.

♦ ♦ ♦

Death of George E. Packard

George E. Packard, New York branch manager of the American Type Founders Sales Corporation, Elizabeth, N. J., died last week. He entered the employ of the organization in 1915. Mr. Packard was fifty-nine years old.

Coca-Cola Using New Medium

Automatic equipment which gives the time of day to any telephone inquirer and at the same time recites an advertising message is now doing duty in several Southern cities including Birmingham, Atlanta and Mobile. Plans for its extension to many other cities are understood to be under way. The Coca-Cola Company has a lease on the equipment. In Birmingham ten trunk line telephones are kept busy answering calls.

♦ ♦ ♦

Advanced by Standard of Indiana

W. W. Albright has been appointed in charge of motor oil sales promotion in the general manager's department of the Standard Oil Company (Indiana), Chicago. He succeeds A. D. Oetjen, who has been promoted to assistant manager of the retail department at Detroit.

♦ ♦ ♦

Appoints J. D. Swain

John D. Swain has been made vice-president of the Electro Metallurgical Sales Corporation, New York. He has been vice-president of The Linde Air Products Company and Union Carbide Sales Company.

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Heads Trade Executives

Pyke Johnson has been elected president of the American Trade Association Executives. He is vice-president and Washington representative of the Automobile Manufacturers Association.

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Protecting an Idea

These Questions and Answers Show Why Common Sense Is Often More Effective Than Litigation

By Kent R. Costikyan

Platt-Forbes Agency

RECENT court decisions seem to have put a \$10,000 advertising idea in the same legal class as a \$10,000 jewel. Under certain conditions an idea may be judged as private property. This does not, however, solve the practical problem of protecting an idea without queering its sale. Tests in court may be helpful in setting precedents but are seldom profitable for either party to a suit. And however useful a lawyer may be in the background or during the closing stages, he is more likely to be the proverbial monkey wrench during the selling process.

"Don't call your lawyer in until the other fellow calls his" is a pretty good rule to follow in selling.

To state the problem more definitely then "How is it possible for the creator of a money-making advertising idea—a name, a slogan, a copy theme, a merchandising plan—to get some of the money himself?" Let us be even more specific by putting some questions on different phases of the problem. I shall try to answer them impartially from some experience on both sides of the fence. I hope the information may be of help to the advertising man who has an idea but doesn't know what to do with it. Here are points that often come up:

Question—How can you choose a company, to whom to offer your idea, where you will be reasonably sure of fair treatment?

Answer—Under normal conditions at least 90 per cent of business men are honest. Therefore if you select a company with a good reputation and good credit you have every reasonable chance for a break if your idea has real merit. In the

long run good ideas gravitate to those companies which give fair treatment, just as good employees seek companies where pay and working conditions are fair. I have found large companies, if anything, fairer than small concerns. Usually growth is accompanied by a policy of fair dealing to all, and no large company desires the role of a shyster against an aggrieved individual in court. Moreover the temptation to steal is greater when the bank account is low.

The individual with whom you are dealing is important. If he is fair, open-minded and helpful he can do much to protect you and is entitled to a good share of the credit if the idea materializes.

Question—How can you avoid falling in the wrong hands?

Answer—There is no doubt but what some valuable ideas and their sponsors have received a raw deal instead of a square deal in the hands of dishonest advertisers. These cases, while in the minority, have affected the reputation of the 90 per cent honest advertisers in much the same way that a few instances of sharp practice among banks and utility companies have hurt the good-will of the entire industries. Nor is this form of larceny confined to advertisers. Valuable ideas, once loose, have been appropriated by agencies to the exclusion of their owners.

There is only one safe rule when you first realize that you are dealing with a company which is not going to play fair. Insist on an immediate decision and if this is not given in writing to your satisfaction, call it off and get up and walk out. There will be others in the industry that will be glad to see

you. The deliberate idea thief is a harder man with whom to deal than the jewel thief because he is a harder man to punish. How can you recognize him? Mainly by intuition, but also by questioning others, employees or customers who have dealt with him. Find out if the company and your contact man are considered "square shooters."

Question—How can you protect an idea that can be copied by other companies?

Answer—The cream of the profit of a new advertising idea goes to the company that first exploits it. Often nothing can prevent others following suit once it has proved successful, but these imitators are handicapped by a slow start in the race. For this reason it may be wise in such cases to get the advertiser to agree before divulging your idea that he will not use or divulge it without your consent for a specified period. Any reputable company is willing to afford this protection with the proviso that the same idea is not already underway. This will leave you free to capitalize upon your idea in another quarter if not acceptable. This precaution also effectively eliminates any possible misunderstanding arising from the fact that your idea may have been suggested earlier by someone else. That is no concern of yours. If your prospect did not use your idea when suggested by another there is no reason why he should use it when it is offered by you.

A suggested letter of agreement that covers this situation and that has proved acceptable to advertisers is the following (to be addressed by the advertiser to the idea man):

It is understood that if you write your advertising idea on the back of this letter, we agree not to use it or divulge it unless we can enter into a financial compensation agreeable to yourself.

Should we not have use for your idea, we will notify you within one week and will not divulge it to anyone or use it within a period of — years. In this event you would then have the right to submit it to other companies.

It is understood that we will not

be liable to compensate you for this idea if we are able to show definite proof to you or a disinterested party, whom we shall agree upon as arbiter, that we have used or tested such an idea within the past — years, or that the same idea is now in the course of preparation.

Question—Is it advisable to have something in writing?

Answer—Decidedly, yes, both for your protection and that of the advertiser, for advertisers have been imposed upon in some cases. An advertising idea should be presented in as tangible form as possible. If it is a name or slogan write it out or take the first steps toward registration (a search for conflicts). If it is a theme or merchandising plan create an actual rough advertisement that embodies the essential features. Incidentally this will help your prospect visualize its possibilities. A simple receipt or acknowledgment by letter is sufficient to identify your idea. This may be important in later years if it bobs up. Remember that a written agreement supersedes any conflicting verbal commitments prior to the date of the agreement.

Question—How can an idea be protected after it has been divulged?

Answer—Here again a fair-minded advertiser is your best protection. However you can take two additional precautions: (1) Don't give away the whole story on your first presentation. Hold some vital element in reserve until you are sure that the advertiser is receptive and will be fair. And (2)—this is important and often neglected—be prepared to execute or supervise the execution of your idea. Otherwise the advertiser may, of necessity, have to engage some other agency to carry it into effect. An idea on the shelf is worth nothing to either owner or advertiser. Don't let your idea die a natural death because of lack of facilities to execute it.

Question—Is it better to present an idea through an advertising agency or direct to the advertiser?

Answer—This, of course, cannot be answered categorically. It may depend on the confidence which the advertiser places in its agency and

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the scope of the work the agency handles. If in doubt, write the advertiser giving him the general nature of your idea and ask him whether he prefers that you present this to his agency. However, under ordinary circumstances the account executive of the agency handling the account is probably the best initial contact. He usually has his eyes open for new ideas for his client and if he can be sold, it is in good hands. Moreover he is in a position to execute it. If you are an ordinary layman with a good idea the story of the bridge rule dispute is apropos here.

After some argument over a difference of opinion a young lady decided to settle the question by telephoning a friend who was a bridge teacher. She was chagrined the next day to receive a bill for \$10 for the advice. She called her lawyer to learn if she had to pay the bill and was informed that if her friend was a professional bridge teacher she was liable. The following day she received another

bill for \$25 from her lawyer for this advice. The moral is that the advertising agency is in the business of selling ideas and entitled to compensation therefor.

Question—How can you avoid a misunderstanding through the advertiser adopting an obvious adaptation of your idea?

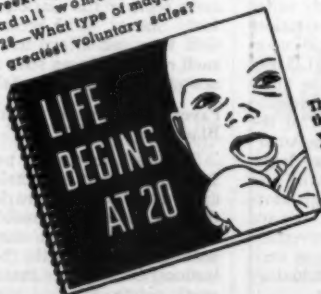
Answer—Make it clear in your presentation and discussion that your idea has some flexibility. Emphasize its basic features and its new features. You are entitled to protection on these even though changes are made by the advertiser himself.

There is one final bit of advice. Never forget that an idea is harder to sell than to protect. Don't approach your prospect with suspicion—you are likely to get short shrift. If you treat him like a gentleman, he will hesitate to betray the trust you impose in him. If you expect a raw deal you are more likely to get it—or the gate.

"Honesty is the best policy" still rules in most business firms today.

can you answer these questions profitably?

25—How can you estimate the number of pre-school children in the homes of a magazine's audience? 26—How many families receive between \$60 and \$100 per week? 27—What percent of all adult women are 18 to 33? 28—What type of magazine has the greatest voluntary sales?



These are just a few of the many questions you will find answered in "LIFE BEGINS AT 20," a study of markets and magazines now available to advertisers and agencies.

modern magazines

Modern Screen • Radio Stars • Modern Romances • 140 Madison Ave., New York

For Revenue Only

(Continued from page 10)

apparently have much to gain and little to lose by enacting such legislation.

Let us turn now to the manufacturer and see what it is likely to cost him. A well-known trademark lawyer in New York informs me that it now costs about \$1,000 in various fees to register a single mark in all the States under present laws. Even if this figure is too high, if it could be cut in half, or even if it were only a quarter, the situation is not pleasant to look upon.

Most Manufacturers Have More Than One Mark

Few manufacturers have one mark. One manufacturer at recent hearings on the Kleinfeld Bill in New York State (the Kleinfeld Bill, incidentally, is not designed to make registration mandatory) said that he has 100 marks. Assuming that he were to register all of these marks in the forty-eight States—and possibly Alaska, and Philippines, Porto Rico and other possessions, it would mean a cost of probably more than \$100,000.

Under the Kleinfeld Bill, for instance, the State would take a \$25 fee for a registration. If all the States adopted a \$25 fee and assuming that there were no other costs beyond that of registration, this would mean a tax laid upon this one manufacturer of \$125,000. Multiply this \$125,000 by the number of marks that need registration and you will get some idea of the tremendous potential cost to American business that mandatory legislation might bring. You will also get some idea of why legislators look with longing eyes toward trade-marks as a source of revenue.

Cost, of course, is the most serious feature of possible mandatory legislation in all the States.

There are other features that are nearly as serious.

For instance, think of the possible effect of such legislation on

test campaigns. Let us assume, for example, that General Electric is developing a new type of electric iron.

In addition to the G-E trademark, it also plans to have a special mark for this type of iron. The company has made all the laboratory experiments possible and the product is now ready to be tested in the field both to see how it stands up under consumer use and how consumers will like it.

Let us assume that the product is still enough in the experimental stage so that the company is not yet certain of its possibilities. Therefore it decides to go into Hartford, Conn., Providence, R. I., and Indianapolis, Ind., with a test campaign.

To register this product's mark before the test campaign and to do it on a nation-wide basis means a considerable investment. Yet, if mandatory registration is common to all the States, General Electric is faced with a serious situation.

Assume that it gets registration in Connecticut, Rhode Island and Indiana and conducts its test campaign. Trade-mark pirates, whose profits depend upon watching such campaigns, see that the product is likely to be a success and immediately register the mark in thirty or forty States. With a company like G-E they can afford to gamble on such registration as soon as a product appears in a test market.

Paves the Way for Business Blackmail

The tests, let us say, prove satisfactory. General Electric now decides to expand its market. Suddenly it finds itself unable to market the product in forty States without dealing with the type of business blackmailer that the trademark pirate is.

This is just one suggestion of the brakes that general mandatory State registration might put on new product development. Even were

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General Electric to test the product in its own State nothing bars trade-mark pirates from watching its activities and hurrying through general registration.

Obviously such a situation brings about a state of confusion reminiscent of the situation in Portugal where some years ago a single individual registered the marks of practically all leading American manufacturers and thus tried to close the Portuguese market to them. If similar incidents should take place in each of the forty-eight States and territories, manufacturers would find themselves badly handicapped in many types of development effort.

In spite of the fact that apparently mandatory registration would mean juicy fees for trade-mark lawyers, the leaders of the profession are seriously concerned with the possible trend. Right now New York State is the center of the efforts of these leaders to find some solution of the problem.

Trade-Mark Legislation in New York

Some two years ago the legislature at Albany appointed a so-called joint legislative committee for the revision of trade-mark laws. That committee had hearings at the Merchants' Association of New York City about a year and a half ago and this association prepared a trade-mark bill and presented it.

The committee had an appropriation of some \$8,000 and held hearings in several cities in the State. In the meantime, there was presented in the legislature in New York the Neustein Bill, which was practically a duplicate of the Nevada Bill. At present the Neustein Bill is not receiving consideration. Senator Kleinfeld, chairman of the joint legislative committee, introduced a bill which has been the subject of hearings and discussions.

This bill is far from a perfect instrument and the hearings now taking place are designed to perfect it.

The Kleinfeld Bill is, in spite of some of its virtues, a revenue measure. As such, however, it is

GOOD COPY

**The past is gone,
but the future
belongs to the
man who can best
use it.**

**Good copy can
reflect the capacity
of the wise
business leader to
profit by the past
without vain
regret and to
look ahead with
courage.**

**HAWLEY
ADVERTISING
COMPANY
INC.**

**95 Madison Ave.
New York City**

far superior to the mandatory bills like the Neustein Bill.

The hearings on the Kleinfeld Bill in New York City have aroused unusual interest among trade-mark lawyers and among a small group of manufacturers. These manufacturers particularly are beginning to realize the dangers they are facing in the current trend to trade-mark bills for revenue only. Therefore, regardless of the merits of the Kleinfeld Bill, they have been following the hearings with a great deal of interest.

Although the Kleinfeld Bill apparently concerns the State of New York alone, it is of importance to manufacturers in every State. If the principle of registration primarily for revenue is adopted by the State of New York, I am informed by a reliable legal authority that nothing much can stop the trend toward the passage of similar legislation in most of, if not all of the States. Thus every manufacturer of a trade-marked article should be vitally interested in developments in the State.

It is practically certain that the Kleinfeld Bill will not be passed as now written. Undoubtedly other bills will be presented and at least one of these is now being drawn up by some of the leading trade-mark lawyers of the country.

A New York Bill Would Influence Other States

The chief danger inherent in the situation in New York is, of course, that passage of a revenue-raising bill will mean passage of similar bills in most of the States. However, whether or not such a bill is passed in New York is no guarantee that the next sessions of State legislatures will not be subjected to pressure to pass their own mandatory bills. The hope to be found in the New York situation is in the possibility that if a model bill is passed by the legislature a sizable group of States will follow the model. Therefore it is of serious concern to all manufacturers what the model shall be.

What can the advertiser do? One lawyer says, "probably nothing if this trend turns into a stampede."

This is the pessimistic side of the picture.

Obviously the manufacturers of trade-marked articles cannot afford to sit down and ignore what is going on. It is essential that they follow the situation in every State closely.

It is probable that most manufacturers are far too ignorant of what goes on in State legislatures. They turn their eyes entirely to Washington and overlook what is going on in States outside of their own. This was borne out by the ease with which so-called Fair Trade bills were passed in a number of States during recent sessions of legislatures. It is significant that the bill was passed in New Jersey before some of the most important groups affected by the bill were aware that it had been presented. Thus for their own good manufacturers must pay more and more attention to what is going on in State legislative halls.

Advertisers Should Not Sit on Sidelines

Next, advertisers should lend their support to any movement which is trying to create the best possible trade-mark legislation. If there is a definite trend toward a general revision of State trade-mark laws, no advertiser can afford to sit on the sidelines until it is too late to do anything.

State trade-mark laws do need a thorough overhauling. It is the responsibility of the legal profession and advertisers, however, to see that when this overhauling is done trade-mark legislation is created which will be designed to give the owner of a mark the protection he should have and not designed primarily to fill the depleted coffers of heavy-spending commonwealths.

As the trend develops a course of action will become clearer. At the present, even those lawyers who are working night and day to create model laws have little advice to give the manufacturer of a trade-mark article as to the course to be followed.

Obviously, however, it is essential that manufacturers of trade-marked products be thoroughly

aware of the thoroughness of the mapping caught in the damagingly trusively

Artists' Form Letter

At a representative formed, the Representative to promote between artists and representatives were elected; Gilbert Eugene D. Brophy, the committee chairman, James P. Rudolph, business manager, a series of

Rejoins

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George Nick Dav York City radio program McGarrett casting program state commercial York.

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aware of the situation and give it the thorough study that it deserves. If they do not, they will be caught napping just as they have been caught napping so often before when damaging bills were slipped unobtrusively through State legislatures.

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Artists' Representatives Form League

At a meeting of New York artists' representatives, a new organization was formed, to be known as the Artists' Representatives League. Its purpose is to promote a better understanding between artists, art directors, and artists' representatives. The following officers were elected: N. Pousette-Dart, president; Gilbert Thompkins, vice-president; Eugene L. Baptiste, secretary; George Brophy, treasurer. The executive committee consists of: Marshall O. Sanchez, James Perkins, Charles Stephens and Rudolph Schmidt. Monthly luncheon-business meetings are planned as well as a series of art exhibitions.

♦ ♦ ♦

Rejoins Simmons-Boardman

The Simmons-Boardman Publishing Company, New York, has appointed Warner Lumbard as business manager of *Marine Engineering and Shipping Age* and *Boiler Maker and Plate Fabricator*. He had been associate editor of the above publications for five years preceding 1933. More recently he has been Eastern marine representative of the A. M. Byers Company, Pittsburgh.

♦ ♦ ♦

McGarrett Joins Dawson

George F. McGarrett has joined the Nick Dawson Radio Productions, New York City, as producer and director of radio programs. For seven years Mr. McGarrett was with the Columbia Broadcasting production and commercial program staff, most recently as assistant commercial program supervisor at New York.

♦ ♦ ♦

Names White-Lowell Agency

The White-Lowell Company, Inc., New York agency, has been appointed to handle the advertising of Retardo, a product of the American Clinical Laboratories, Inc., of that city.

♦ ♦ ♦

Appoints Brisacher

M. A. Newmark & Company, Los Angeles, wholesale grocers, have appointed Emil Brisacher and Staff, of that city, to handle their advertising account. Southern California newspapers will be used.

♦ ♦ ♦

Itter Starts Own Service

Harold B. Itter has started an advertising manager under his own name with offices at 340 W. Pender Street, Vancouver, B. C.



STRAIGHT DEAL

There is no fairer, sounder transaction in advertising than the buying of space in Punch. You buy a guaranteed circulation certified by the Audit Bureau of Circulations. You buy a circulation that is maintained solely because readers want, and read, and trust Punch for its own sake. No coupon-schemes, no competitions, no free gifts swell artificially its stated sales. You buy at rates that are never "cut," on exactly the same terms as every other Punch advertiser. And you buy a selling force that has been proved time and again to be undoubtedly worth every penny of its cost. Use Punch more!

FOR SHEER VALUE—USE PUNCH

MARION JEAN LYON: ADVERTISEMENT
MANAGER: PUNCH: 10 BOUVIERIE ST.,
LONDON, E.C.4, ENGLAND: MEMBER
OF AUDIT BUREAU OF CIRCULATIONS

All Plain to the Retailer

This Company, Promoting Consumer Contest, Leaves Nothing to His Imagination

MATTER-OF-FACT is the advertising department of The Selby Shoe Company. It realizes that a retailer cannot be expected to know all about something that is to happen, unless he is told. Imaginative, also, is that department, for it projects itself into the shoes of the dealer and his salespeople and there discovers what it is that they ought to be told about the forthcoming development.

The coming event that called for explanation in this case was a consumer contest. Nothing new in the idea, certainly! But from three different sources within a month **PRINTERS' INK** has learned of dealers who knew nothing of a certain other contest when they were questioned about it by consumers. Those dealers had been Forgotten Men, so far as the manufacturer who promoted the contest was concerned.

Selby's contest got under way early this month, having been previously announced to the shoe-wearing public by means of large-space advertisements in several nationally circulated periodicals. Retailers handling this company's products surely ought to have heard about it through these channels, but even if they had, there were a number of important details that they must know about if they were to provide full co-operation.

So it was that the advertising department—imaginative and at the same time matter-of-fact—took a whole issue of the "Selby Shoe News" to broadcast all the facts. Manufacturers of all sorts of products who may be planning a consumer contest will find it profitable to read how this shoe maker conveyed all the news concerning his contest to his retailers.

The Selby dealer publication is put out in the form of a four-page, large-size newspaper. It looks like a newspaper, in typography, layout,

cartoon strips and illustrations. And yet every inch of this particular issue was devoted to the preparation of dealers for the prize contest that was to begin September 7.

Featured stories on page one were the following:

A general description of the contest, with the prizes itemized.

A story of the contest from the dealers' viewpoint, showing how they may profit by co-operating and at the same time freely admitting that their co-operation is vital if the contest is to prove a success.

A story of the consumer advertising that is appearing in support of the contest.

An explanation of how the contest works from the consumer angle, outlining what is required of salesmen in the way of leverage in promoting sales that will make the purchasers eligible to compete.

A report of the last contest which Selby conducted, with an itemized list of stores and the sales gains they made while the contest was in effect.

Shorter items on this page told of the prizes for salespeople and announced the contest judge, who is Lloyd Herrold, professor of advertising in the School of Commerce at Northwestern University.

An important feature on page one was the calendar of contest events, set in double-column measure and showing what a retailer might find it profitable to do on fourteen different days this month and next, while the contest is running. For example, under the date line of September 4 appear these suggestions:

"Hold brief meeting with salespeople. Present each person with copy of this issue of 'Selby Shoe News.' Suggest that salespeople take a copy home with them to read thoroughly so as to know all about the contest and be prepared to

Oct. 10, 1934

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handle customers. Advise salespeople of cash prizes being given as told in story above on front page. The more shoes they sell the greater are their chances of winning cash prizes."

Another page features three of the suggested newspaper advertisements that have been prepared for these dealers locally and an article explains the benefits that will accrue to dealers who tie-up with the contest in this manner.

A list of prize-winning phrases from the contest which was conducted last spring is given under a special heading; a suggestion for a contest window display is illustrated and described; and full play is given to a description of the entry blank which dealers are urged to mail out to regular, inactive and prospective customers.

♦ ♦ ♦

New Addresses

The Barnaba Photographs Corporation, New York, has moved to 183 Madison Avenue, that city.

The Alfred Rooney Company has moved its New York office to the International Building, Rockefeller City. The New York office of this agency is now its main office, the main office having heretofore been in Boston.

The Marshall Hurt Advertising Agency, Jackson, Mich., has moved to 714 New Merchants Bank Building, that city.

Langlois and Wentworth, Inc., radio advertisers' service, New York, has moved to 420 Madison Avenue, where Lang-Worth Feature Programs, Inc., a new division, will also have its offices.

♦ ♦ ♦

Direct Chicago Charity Work

H. R. Van Gunten, director of media of Lord & Thomas, has been appointed chairman of the advertising division of the drive for charity contributions being conducted by the Community Fund of Chicago.

Milton J. Blair, vice-president, J. Walter Thompson Company, heads the publicity division for the Community Fund campaign as a whole. The J. Walter Thompson and Lord & Thomas agencies have prepared a series of newspaper advertisements which are being run in space contributed by Chicago newspapers. Posters, car cards and motion picture trailers are also being used.

♦ ♦ ♦

Forge with Baldwin & Strachan

Norton E. Forge, formerly with Landsaft & Conning, Inc., Buffalo agency, has joined Baldwin & Strachan, Inc., agency of that city, as an account executive.



GOOD LUCK

Although superstition confines its use to that of a good luck charm, the hind foot of a Belgian hare is part of our manufacturing equipment. We use it for cleaning gold-beater's skins. Man has never produced anything quite so effective for this purpose.

Luck does not enter into the manufacture of Hastings Gold Leaf at any point. Our 115 years of experience, constant scientific research, practical contact with actual users, a completely air-conditioned manufacturing plant and a proved combination of machine and hand-beating all combine to produce gold leaf that will add lasting value to your catalog cover, your sign, your truck lettering or any product on which your name or trade-mark is to be stamped.

Write us for samples, information, suggestions.

HASTINGS & COMPANY

Goldbeaters for 115 years

819 Filbert Street Phila., Pa.

Branch at Chicago

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell
John Irving Rorer, Editor and President
1906-1935

PRINTERS' INK PUBLISHING CO., INC.
185 MADISON AVENUE, NEW YORK

ROY DICKINSON, President
DOUGLAS TAYLOR, Vice-President
R. W. LAWRENCE, Secretary
G. A. NICHOLS, Treasurer and Editor
C. B. LARABEE, Managing Editor
R. W. PALMER, Associate Editor
ARTHUR H. LITTLE, Associate Editor
BERNARD A. GRIMMER, News Editor
H. W. MARKS, Mgr. Readers' Service

EDITORIAL OFFICES

Chicago, 6 North Michigan Avenue: Andrew M. Howe, Associate Editor; P. H. Erbes, Jr. Washington, 1209 Carpenters' Building: Chester M. Wright.
London, 36 and 31 Great Queen Street, W. C. 2: McDonough Russell.

ADVERTISING OFFICES

Chicago, 6 North Michigan Avenue: Gore Compton, Manager.
St. Louis, 915 Olive Street: A. D. McKinney, Manager.
Pacific Coast: M. C. Mogenson, Manager. San Francisco, Los Angeles, Seattle, Portland.

Subscription rates: \$3 a year, \$1.50 six months. Canada \$4 plus duty \$2.60 a year. Foreign \$5.

NEW YORK, OCTOBER 10, 1935

Let's See It Drop

Against adverse
influences, busi-
ness improves.

Although they wobble a bit, the indicators point upward. And with a "presidential year" impending, business men are concerned—and understandably—with the question: To what further uncertainties are we to be subjected?

Indeed, business is better, and basically so. Last week these pages acclaimed the reawakening of the industry that produces durable goods.

In acclaiming mood, also, the New York Times points with pleasure to healthy increases in bank loans on other than Stock Exchange collateral and in freight-car loadings.

Among individual enterprises there are a few whose respective rates of activity always serve as fairly accurate gauges of general business volume and the strength of business expectancy. Of these, the National Cash Register Company, whose shuttling money-

drawers ring the changes in business fortune, reported last week that, over its sales for the first nine months of 1934, its sales for the first nine months of this year increased by 14.3 per cent.

And what lies ahead?

Of one phenomenon we may be sure—a politicians' circus. We shall hear rumors of third parties and of parties formed by coalition; and the skies will darken with trial balloons.

Through all the pother, business will go on. Level-headed executives will remember that behind the alarmists' alarms there are, quite generally, complete assortments of selfish aims and ambitions.

Yet it will be well for business if, by its acts, the incumbent Administration reveals a sincere intention to enact that "breathing spell." In his speech at San Diego in which he told the nations of the world how America stands for peace, the President spoke with clarity and precision. But when, addressing his countrymen, he says on one occasion that there is no cause to worry about the budget or about burdensome taxes and on another that "it is to the young people that we must look for the carrying out of the policies that are roughly embraced in the New Deal"—then, human understanding finds itself afflicted with a headache.

Roughly, roughly in the manner of steam-roller dictatorship, it was the New Deal that swatted the budget so far out of balance that not we shall restore it, but our children's children.

Right now, and with election year out of mind until it comes, the budget's imbalance looms so large as to frighten those men of influence and authority upon whose go-ahead depends the unleashing of merchandising enterprise.

True, there are extenuating circumstances. In the narrow view, taking into account the exigencies and vicissitudes of maintaining

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sinking funds and reserves, the budget just now bears unwonted burdens. But the national debt keeps mounting.

Business will breathe more easily in the breathing spell when that "speedy decline of Federal expenditures for emergency activities"—that same decline so recently promised by the Administration's chief—actually sets in.

There is a chart line long overdue for the toboggan.

Advertiser LaGuardia

Mayor LaGuardia, of New York, is going to have his

own private little Copeland Bill. Or at least he will try.

He has directed his Board of Health to hold public hearings beginning October 14 "to consider a new plan for drug and cosmetic control proposed by the Commissioner of Accounts." You guessed it right the first time. He wants to protect the voters of Greater New York from the iniquities of the so-called patent medicine crowd—meaning anybody who has the supreme effrontery and hardihood to produce a proprietary preparation, call it by some name, pack it in a box or a bottle and, worst of all, to advertise it.

Rushing in boldly and noisily where even the Washington brain trusters tread lightly, the Mayor seems to have tried some of the accused criminals in advance and pronounced sentence. He declares war on bromo-seltzer, anacin, saline laxatives and the like. Items such as Humphrey's remedies and Dr. Miles Nervine he calls "outright quack nostrums." Cold remedies, tooth pastes and cosmetics will have to show a clean bill of health before they can be sold in any of the five boroughs comprising Mr. LaGuardia's kingdom.

We shall have more to say about this in our reports of the hearings. Meanwhile, we might suggest that

since the Mayor seems to be going in for comic opera advertising he could issue a manifesto forbidding the inhabitants of Harlem from marching upon the Italian section of the Lower East Side and vice versa. This could be hooked right up to Mr. Mussolini's show and would thus bring much more publicity than the perpetration of any junior Copeland Bill. It would also be just about as important and useful.

The Mayor is a member of the Advertising Club of New York. If he will consult his fellow members he will probably be told that a good advertising man has to be something considerably more than an expert stirrer-upper. Also he must be able to deliver. A couple of weeks ago the Mayor made the first page of all the New York newspapers with a decree to the effect that beginning at eleven o'clock on a certain night there should be no more street noises in his domain at night. It made a good story, but we have heard rumors that traffic in Manhattan still makes itself audible twenty-four hours every day.

We wonder if His Honor has ever heard of the convention of mice at which it was decided, with great acclamation, to bell the cat?

The Come-Back Lies Ahead

Well sir, Mr. Kettering told the press in Boston the other day, it was about like this:

Without any particular objective, he took to fooling around with a couple of Diesel engines. Tried 'em out in a boat. About this time talk was going around about lightweight rolling stock for railroads; and he transferred his research ashore and, after some preliminary warming-up, tackled a full-grown locomotive.

And sir, before he could finish that engine, even before he could set a price on it, along came a

railroad and bought it. And now General Motors, with whose research Charles F. Kettering is right actively concerned, has built a big factory in which to build locomotives in fleets.

"Everything America needs," Mr. Kettering says, "is right here."

Including initiative.

And the way for business to come back is to go ahead.

The CR Strike

That sterling journal of opinion, *The New Republic*, is grieved indeed as it contemplates the Consumers' Research strike.

"Consumers' Research as an organization and its directors as individuals," says *The New Republic*, "had always been thought of as friends of labor. Indeed the very function of CR in exposing fraudulent advertising and shoddy merchandise . . . would seem to demand an alliance with workers (the great mass of consumers) against the proprietary interests."

And as to a lengthy statement recently sent by the board of directors to the 60,000 CR subscribers, the journal of opinion says:

"The statement issued by CR, we regret to say, falls somewhat short of the accuracy and objectivity that one usually credits to CR pronouncements."

If PRINTERS' INK were not "the official organ of the crooked advertising interests"—to quote from a speaker at the recent CR strikers' mass meeting in Town Hall, New York—we might ask, with appropriate timidity and modesty, whether a similar lack of "accuracy and objectivity" might possibly be encountered in some of the organization's attacks on advertised brands.

We should probably be wrong, as usual.

But it cannot do any harm to bring up the subject for discussion.

Mr. Wham Makes Whoopee S. D. Wham, Esq., who's eighty and who lives in Carter, Ill., stretched his legs one afternoon last week in New York's Grand Central Station and gave it out as his considered opinion that "this depression will settle itself."

Mr. Wham was a unit in a gad-about party of 420 farmers and ruralites who, under the auspices of *The Prairie Farmer*, and radio station WLS, had journeyed East to determine whether Gotham was all that it'd been cracked up to be and, en route, to look over Detroit, Niagara Falls, the Mohawk Valley, and Boston.

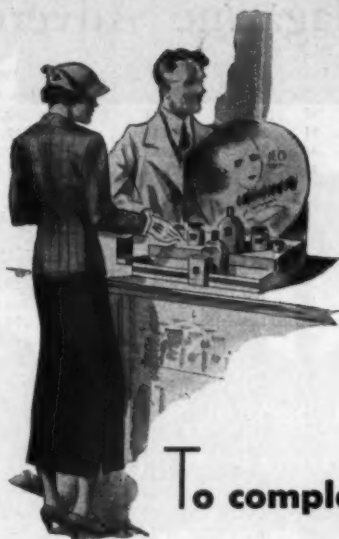
As had each of the others, Mr. Wham had laid down for the trip \$76.76 For such incidentals as postcards, souvenir miniatures of the Woolworth Building, and maybe a few hand-painted plates from New England, Mr. Wham figured he'd be likely to lay out quite a few dollars more.

But shucks, the *Farmer* hadn't put on a jaunt like this since 1928—general business having been off, sort of—and a fellow owed it to himself to step out. With the depression settling itself, with money in his pocket, with nice folks to travel with, and with an interesting schedule ahead of him. Mr. Wham said good-by to the newspaper men.

He'd like to be excused, he said, so's he could start right off to making his own particular kind of whoopee.

And, although the whoopee of Mr. Wham is not the kind for which Walter Winchell invented the name, it does somehow seem to have demonstrated something about the Middle West—at least \$76.76 worth.

Keep a-traveling, Mr. Wham. Keep a-going. The nation needs the example of your spirit, your enterprise, and your resources.



To complete the sale

leave it to "US"

The final test of all merchandising strategy is . . . the selection of *YOUR* product in preference to others.

The reflection of quality in the label or package . . . the pleasing impression of the display carton . . . that last-minute reminder of a colorful window card — in these and 38 other ways, "US" service is *creating sales* in every resale outlet in the land.

"US" is producing selling helps that meet the test for 146 different lines of business — working with Advertisers and Advertising Agencies.

To start the ball rolling, call "US" on the next job.

"Our products help sell your products"

THE UNITED STATES PRINTING & LITHOGRAPH CO.

CINCINNATI
309 Beech St.

NEW YORK
52-X E. 19th St.

CHICAGO
205-X W. Wacker Dr.

BALTIMORE
409 Cross St.

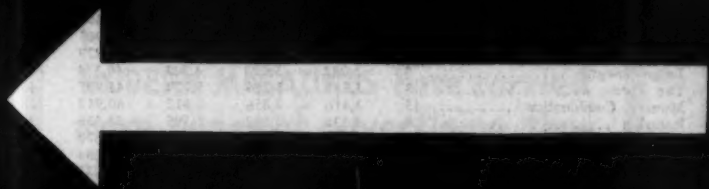
October Magazine Advertising

	1935 Pages	1935 Lines	1934 Lines	1933 Lines	1935 Jan.-Oct.	1934 Jan.-Oct.
Fortune	92	58,223	72,285	39,500	592,263	631,211
Esquire	51	34,580	29,114		277,789	159,511
Town & Country	46	30,674	a40,488	a38,367	317,906	340,000
House Beautiful	47	29,739	33,882	12,250	201,825	207,371
House & Garden	47	29,588	37,223	38,095	217,614	279,460
American Home	41	26,001	20,104	9,264	190,315	116,890
N. Y. Met. Edition	52	32,790	27,700	15,548	245,553	264,100
Yachting	41	b25,596	b23,068	14,157	341,183	279,811
Cosmopolitan	56	24,130	28,010	23,654	254,814	257,900
The Spur	33	22,120	24,360	22,890	220,892	241,821
Better Homes & Gardens	47	21,276	20,965	14,113	182,895	155,160
Motor Boating	44	18,810	18,576	15,174	279,838	258,460
Popular Mechanics	82	18,424	14,848	11,480	161,851	129,100
Country Life	26	17,500	20,412	15,596	181,503	178,100
American Magazine	40	17,339	18,373	18,080	181,399	193,800
Nation's Business	40	17,041	17,830	19,099	162,194	173,900
American Rifleman	36	15,584	10,077	8,333	96,340	77,800
Redbook	36	15,369	20,215	12,346	164,185	161,400
The Instructor	22	15,175	11,583	11,557	115,441	89,800
Popular Science Monthly	33	14,321	13,535	10,216	126,415	123,100
Field & Stream	32	13,728	13,245	10,326	139,558	118,600
The Sportsman	20	13,510	15,190	13,867	143,238	169,100
The Stage	19	12,556	6,492	4,148	62,798	61,100
Atlantic Monthly	55	12,290	6,828	8,443	106,916	55,100
Outdoor Life	28	12,211	7,736	6,817	109,225	79,000
Letters (3 Sept. is.)	27	11,706			c19,089	
Christian Herald	17	11,560	10,066	9,609	92,122	89,100
Sunset	26	11,319	11,261	8,000	115,339	102,000
Banking	26	11,158	13,299		113,596	109,000
Modern Mechanix & Inventions..	50	11,097	10,711	7,344	104,271	109,700
Physical Culture	25	10,865	10,494	10,021	95,486	90,300
Silver Screen	25	10,525	7,782	9,364	98,359	94,500
Screenland	24	10,497	7,819	9,695	100,580	95,100
Modern Living	24	b10,082	b6,364	5,803	84,698	66,300
Sports Afield	23	9,869	8,635	9,136	80,064	76,100
Forbes (2 Sept. is.)	22	9,555	8,998	12,324	e105,144	e96,000
Grade Teacher	22	9,501	8,467	9,226	78,292	65,800
Harpers Magazine	41	9,268	10,640	10,864	77,924	88,000
Vanity Fair	15	9,206	24,413	15,440	138,543	227,300
Arts & Decoration	14	9,184	9,604	7,140	36,120	56,700
National Sportsman	20	8,700	9,576	7,378	88,193	75,000
Radio News	20	8,462	7,441	6,712	72,879	69,500
Boys' Life	12	8,446	8,982	9,968	94,475	92,400
Extension Magazine	12	8,241	7,494	7,445	69,663	70,000
Polo	11	7,602	10,668	10,878	86,474	106,700
Screen Romances	18	7,548	5,331	6,777	59,800	62,300
Hunting & Fishing	17	7,468	8,842	6,568	73,332	65,000
American Boy	11	7,463	7,759	7,250	75,570	70,200
Model Airplane News	16	6,675	5,037	4,657	62,787	65,100
National Geographic	27	6,442	6,711	4,950	67,010	71,400
Real Detective	14	5,941	6,227	5,864	60,578	60,400
Life	14	5,878	10,762	6,589	77,979	95,100
Review of Reviews	13	5,701	8,326	8,407	59,257	61,300
Picture Play	12	5,148	2,518	4,482	34,914	35,100
Elks Magazine	12	5,005	5,434	5,005	58,232	53,400
True Detective Mysteries	12	4,976	4,383	2,290	38,273	27,700

(Continued on page 98)

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27,700



SECOND

in the general ranking
but it is actually

FIRST

among general magazines with
page rates of \$2,000 or more

ESQUIRE

THE MAGAZINE FOR MEN

	1935 Pages	1935 Lines	1934 Lines	1933 Lines	1935 Jan.-Oct.	1934 Jan.-Oct.
Startling Detective Adventures ..	12	4,871	4,549	4,750	43,018	41,146
Travel	8	4,845	5,300	5,672	73,709	67,892
American Legion Monthly	11	4,707	7,583	6,684	48,222	60,961
Scribner's	11	4,629	6,769	8,271	55,305	49,779
Film Fun	10	4,433	4,104	5,672	37,965	53,289
Open Road for Boys	10	4,158	4,203	5,774	38,829	42,464
Judge (Sept.)	9	3,982	5,720	4,507	e40,373	e45,492
The Forum	8	3,531	5,366	5,770	41,907	40,474
Munsey Combination	15	3,416	2,856	2,912	30,912	28,112
Rotarian	8	3,331	2,692	1,595	36,335	27,861
Nature Magazine	8	3,311	1,787	2,193	34,870	23,942
American Golfer	5	3,255	6,072	6,502	103,284	119,184
The Lion	7	3,086	1,750	1,568	27,032	22,244
American Forests	7	3,080	7,700	2,605	51,380	42,439
Scientific American	7	3,080	3,555	3,127	27,677	25,907
Asia	7	2,988	3,096	g	23,170	27,892
Dell Men's Group	13	2,912	3,136	2,688	29,143	32,884
American Mercury	12	2,630	5,403	2,928	25,728	30,646
Street & Smith's Big 7 Group ..	11	2,520	2,408	2,464	20,384	21,322
Street & Smith Combination ..	11	2,352	1,820	896	18,424	11,676
St. Nicholas	5	2,123	2,300	3,116	27,209	24,529
Current History	8	1,687	2,656	2,382	21,448	23,497
Mag. of Wall Street (2 Sept. is.)	3	1,479	13,774	17,966	e25,151	e38,092
Blue Book	4	898	802	809	7,373	6,881

Totals 864,966 891,680 704,093 8,191,526 7,952,458

a Two issues. b Larger page size. c Aug.-Sept. lineage. e Jan.-Sept. lineage. f Three issues. g No issue.

WOMEN'S MAGAZINES

	1935 Pages	1935 Lines	1934 Lines	1933 Lines	1935 Jan.-Oct.	1934 Jan.-Oct.
Vogue (2 is.)	155	97,648	93,109	84,619	772,078	703,626
Harper's Bazaar	114	76,715	76,370	55,213	605,148	565,246
Ladies' Home Journal	73	49,412	58,287	56,769	411,440	445,956
Good Housekeeping	107	46,064	54,318	50,122	431,238	443,932
Woman's Home Companion	66	44,718	43,347	47,073	402,568	420,188
McCall's	64	43,626	48,200	45,004	400,948	428,715
True Story	47	20,096	20,885	19,110	198,990	196,487
Pictorial Review	28	19,343	12,905	13,520	181,194	148,587
Parents' Magazine	41	17,745	19,862	14,181	154,869	142,556
N. Y. Met. Edition	45	19,294			131,395	
Screen Book	39	16,237	9,128	8,370	119,715	86,078
Hollywood	38	15,956	8,136	6,302	119,213	77,129
Screen Play	38	15,867	9,954	8,961	121,181	94,886
Movie Mirror	35	14,843	11,752	5,654	137,627	93,460
Modern Screen	34	14,510	15,302	11,943	146,809	141,386
Radio Stars	32	13,899	10,389	12,348	136,387	82,501
Motion Picture	33	13,653	13,922	14,622	103,878	133,949
Movie Classic	33	13,653	13,922	14,984	103,710	133,006
Modern Romances	31	13,425	15,234	11,274	138,317	135,462
Household Magazine	19	13,182	16,098	13,553	120,022	128,674
True Romances	30	12,740	9,457	6,363	121,377	82,567
True Experiences	29	12,633	9,112	4,733	118,697	76,852
Love & Romance	29	12,589	9,277	5,534	118,841	79,185
Radio Mirror	29	12,513	5,912		112,026	38,074
Farmer's Wife	18	12,230	10,487	11,499	99,740	99,950
True Confessions	29	12,221	9,940	8,918	101,236	86,484
Romantic Stories	29	11,970	8,074	7,047	97,748	76,099
Delineator	17	11,292	29,458	28,089	133,453	243,518
Photoplay	25	10,572	15,209	13,605	100,159	141,791
Junior League Magazine	17	10,526	10,263	6,833	77,140	55,719
Holland's	12	9,196	13,379	8,256	102,391	112,792
Woman's World	13	9,106	7,120	5,836	80,402	63,479
Romantic Movie Stories	19	8,111			b26,621	
Home Arts-Needlecraft	9	6,069	5,100	5,410	50,785	46,874
Child Life	12	5,104	5,682	5,955	37,900	43,525
Junior Home for Mothers	7	2,805	3,069	3,457	20,854	21,677
Messenger of Sacred Heart	7	1,582	1,408	1,918	16,207	17,565

Totals 723,400 704,067 617,075 6,230,662 5,888,975

a Larger page size. b July-Oct. lineage.

(Continued on page 100)

For the first ten months of 1935
MODERN MAGAZINES have carried
 more pages of advertising than
 any other group. This space
 represents the acceptance
 of national advertisers and
 reflects the ability of these
 magazines to **GET RESULTS.**



MODERN SCREEN • RADIO STARS • MODERN ROMANCES

modern magazines

REACH THE TYRO HOUSEWIFE AT THE EARLIEST PROFITABLE MOMENT

NATIONAL WEEKLIES (4 September Issues)

	1935	1935	1934	1933	1935	1934
	Pages	Lines	Lines	Lines	Jan.-Sept.	Jan.-Sept.
Saturday Evening Post	191	130,127	a152,060	a147,980	1,348,135	1,336,291
Time	223	a95,905	77,570	56,530	802,967	773,189
New Yorker	204	87,575	a121,347	a87,511	741,976	839,039
Collier's	119	80,824	a72,433	a68,195	728,242	657,035
The American Weekly	36	a67,824	a70,862	46,416	565,678	502,539
The United States News	20	a42,217	29,959		407,894	288,977
Business Week	66	28,322	a26,051	a23,127	231,371	200,021
Literary Digest	38	17,295	a28,969	a26,470	211,389	252,331
Liberty	38	15,852	a26,445	a18,279	200,858	218,498
News Week	34	14,968	a13,815	a17,423	126,638	125,054
The Nation	10	4,310	7,050	5,500	63,060	67,600
Scholastic (2 is.)	10	4,142	3,630	4,490	47,517	37,257
New Republic	8	3,483	5,866	4,407	42,330	45,324
Totals		592,844	636,057	506,328	5,518,055	5,343,159
a Five issues.						

CANADIAN (September Issues)

	1935	1935	1934	1933	1935	1934
	Pages	Lines	Lines	Lines	Jan.-Sept.	Jan.-Sept.
Mayfair	46	a30,735	a27,731	19,058	302,058	236,658
Maclean's (2 is.)	39	26,884	31,459	25,954	279,908	285,742
Canadian Home Journal	35	24,225	26,284	24,457	232,311	237,386
Chatelaine	31	21,545	21,950	18,707	213,173	201,545
Can. Homes & Gardens	30	b20,256	b24,293	13,620	157,062	143,234
Liberty (4 is.)	45	18,808	c24,972	c18,170	204,096	204,215
" exclusively Canadian	20	8,339	7,581		69,895	69,800
" in comb. with U. S. ed.	25	10,469	17,391		134,201	155,215
Canadian Business (Oct.)	33	13,817	12,628	10,300	d119,609	d112,506
National Home Monthly	19	13,108	20,410	18,316	146,597	182,359
The Canadian Magazine	14	9,563	9,152	10,715	118,563	116,111
Totals		178,941	198,879	159,298	1,773,377	1,719,649
a Larger page size. b Aug. & Sept. issues combined. c Five issues. d Jan.-Oct. image.						
Grand Totals		2,360,151	2,430,683	1,986,794	21,713,620	20,904,241

To Exhibit Type Face Designs

About 100 artists and designers submitted drawings for new type faces in the recently concluded contest sponsored by the National Board on Printing Type Faces. Entries will be on exhibition at the gallery of the Architectural League, 115 East 40th Street, New York, from November 2 to 9. On November 2, 4, 7 and 9 the exhibit will be opened until 10 p. m., on remaining days until 6 p. m.

Borkland Company Organized

The Borkland Company has been organized, with offices in the Merchandise Mart, Chicago, and will handle the sales and distribution of the Ama-Zon Borkland Suspended Helmet. G. W. Borkland, formerly of F. L. McCabe and Ruben H. Donnelly, will continue his interests in the advertising promotional field, and will market products made exclusively for the Borkland Company.

Has Brownsville Paper

The Brownsville, Pa., *Telegraph* has appointed De Lisser, Boyd & Terhune as its national advertising representative.

Poor Richard Holds Tournament

Richard F. Alley was the winner of the Poor Richard Club's golf championship tournament held at the Whitemarsh Country Club, October 3. His score was 39—44—83. The second best score was made by Ray L. Neal with an 87, and the third best by Frank Goldner with a 93. The low net prize winner for members was taken by Joseph H. Nash, 95—30—65.

Represent Cotton Paper

The American Cotton Grower, New Orleans, has appointed the following representatives: Eastern division, John H. Conway, New York; Western division, J. C. Billingslea Company, Chicago; Central division, Dillon and Kirk, Kansas City; and Southeastern division, Roy H. Park, Raleigh, N. C.

Adds Beer Account

The Miller Brewing Company, Milwaukee, has placed its advertising with Roche, Williams & Cunningham, Inc. The agency will open an office in Milwaukee in the Carpenter Building. Edwin B. Self will be in charge.

... and reports lineage leading

1934
a.-Sept.
336,291
773,189
839,039
657,035
502,539
288,977
200,021
252,333
218,490
125,054
67,600
37,257
45,324

343,159

1934
a.-Sept.
236,658
285,742
237,386
201,545
143,234
204,215
49,000
155,215
1112,506
182,239
116,113
719,649
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904,241

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... at the close of the third quarter, agate-bound Philbert reports Collier's gains in advertising revenue, pages, and linage this year, far and away the largest among the thirteen leading magazines.

Gadgets

A GADGET used to be funny. Anything for which there was no established name—especially if the nameless thing was a contrivance of bolts and nuts and gears and springs that would accomplish easily some recalcitrant task that theretofore had been conquered only with difficulty and with prayer—such a thing became a gadget; and was spoken of with a smile.

And now a gadget is serious. Equally serious is its introduction and sale. And why? Because, generally, its buyers are women; and to a woman there's nothing ludicrous at all about anything that lightens the labor of housework.

And, with the advance of merchandising—especially merchandising to women—gadget selling not only has kept pace, but occasionally has stepped out ahead. Thus this from a long-time gadget maker—Sidney J. Adler, president of the G. M. Thurnauer Co., Inc.:

"Long before the name was in-

vented, we were selling gadgets to such stores as Jordan Marsh, Macy's and Marshall Field. As long as twenty years ago, Jordan Marsh hit on the idea of advertising one or another of our products—some kitchen appliance—under the heading, 'What Is It?' Curiosity led women shoppers to the store to find out. Thus, I suppose, and before the name was coined, gadget-selling began.

"Then along came the name, and eagerly we adopted it. Today the word *gadget* seems as well established as any other term in trade.

"About three years ago we devised a gadget-board, on which our gadgets could be displayed. The next step was sales-simplification. Hence we developed display cards, each of which identified a gadget and explained its use. The cards have proved highly effective.

"Our method of display has convinced the retailers that gadgets build profits."

Plans Spring Paint Campaign

Plans for the extension of its advertising into a number of cities next spring are now being made by the H. B. Davis Company, Baltimore. A newspaper campaign for the company's products is to appear during October in Washington, D. C. Foremost of the featured products is Davis' 100 per cent Pure Paint. Van Sant, Dugdale & Company, Inc., of that city, handles the account.

Appoints Kirkgasser

The Eugene Dietzgen Company, Chicago, drafting and surveying instruments, has appointed George J. Kirkgasser & Company, of that city, to handle its advertising.

Walker Joins Greene Agency

Marvin H. Walker, editor of the *Florida Grower*, Tampa, Fla., has resigned to become Florida representative of James A. Greene & Company, Atlanta agency, with offices in Lakeland, Fla.

Names Budke-Connell

The Budke-Connell Agency, St. Louis, has been appointed to handle the advertising of the Dr. J. H. McLean Medicine Company, of that city, stock and poultry remedies. Radio will be used.

Seek Canadian Campaign on Fish

The Canadian Government has been requested to appropriate \$100,000 for an advertising campaign in Canada on Canadian fresh, cured and canned fish. The Canadian Fisheries Association has promised to aid the campaign financially since it believes advertising will stimulate the sale of fish in the Dominion to a point where it will keep many Canadian fishermen from seeking Government relief.

Has Hotel Account

The Hotel Dover, New York, has appointed the L. D. Wertheimer Company, Advertising, Inc., of that city to handle its advertising. Newspapers and magazines will be used.

New Oregon Agency

Paul C. Wicker, who was for three years national advertising manager of the Portland *Oregonian*, has resigned to open his own advertising offices at 318 Artisans Building, Portland, Oreg.

Hanratty with Newark "Ledger"

J. F. Hanratty, formerly assistant classified manager of the Washington *Post*, has been appointed classified manager of the Newark, N. J., *Ledger*.

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P. I. Advertising Index

1935 September Magazine Linage Shows Decline of 1.1 Per Cent from September, 1934

By L. D. H. Weld

Director of Research, McCann-Erickson, Inc.

FOR September, 1935, the magazine index is 74.4, a decline of 3.5 per cent from August, when the index was 77.1. This represents the change in September magazine advertising from August after adjustment for fifth issues of weeklies and for seasonal variation.

As usual, actual lineage for September exceeds August, so that the decrease in the index, which is corrected for seasonal fluctuations, in-

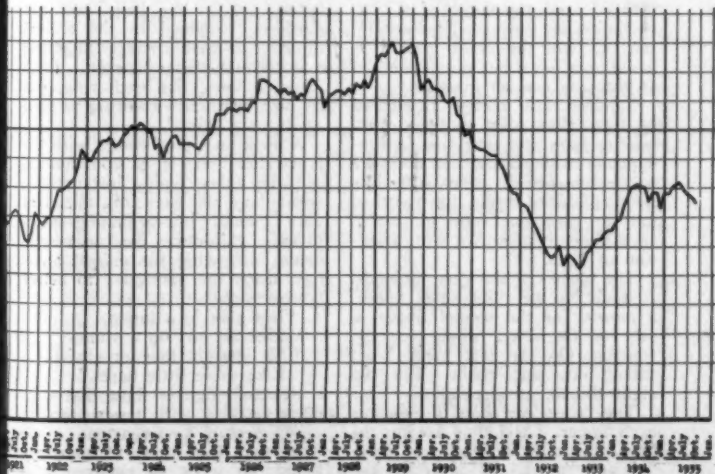
dicates that the gain for the month of September was smaller than the normal seasonal increase.

As compared with September, 1934, the index shows a very slight decline of 1.1 per cent. Magazine lineage beginning with June has been smaller for each month of 1935 than for the corresponding month of 1934, but the drop-off for September is smaller than for any of the three previous months.

MONTHLY INDEX OF MAGAZINE ADVERTISING

100 = MONTHLY AVERAGE 1926-1932 INCLUSIVE

Corrected For Seasonal Variation



The Little Schoolmaster's Classroom



*The A-B-C of
THE ANIMAL
KEYBOARD
... what it is*

Official Smith & Corona "Animal Keyboard" course on the subject. Longest series of materials in the history of the typewriter. Each ring has a distinctive animal.

... and, again, a carefully selected background color, distinctive for each animal group.

On the keys of the typewriter, a new spelling guide of animals and colors. (There are letters, too, but they are purposely subdued in size and position.)

And in the vivid and appealing design, correct fingerings are shown from the very first week. A nearly automatic result in the study of letters. Letters are colorful, which will make typing easier and faster through the year, to come. Only the left hand is shown, leaving the right hand free, with most the left hand on the keyboard, the right hand and pen, or pencil, on the paper.

Only the right thumb, among the four fingers, will touch the space bar with its pig elephant pink. And so on. Simple as A-B-C. Yes—perhaps even simpler. And all ready for your first lesson.



THE new campaign of L. C. Smith & Corona Typewriters, Inc., to win the child market is based on a novel but simple method of teaching correct fingering.

Children are always fascinated by typewriters, but showing them how to type in a way that is fundamentally sound and will not have to be unlearned, is a stiff job. L. C. Smith-Corona has worked out an ingenious code by which each finger is identified with a section of keys.

The code-symbols are animals. A duck for the right index finger, a mouse for the second finger, a cat for the third, a pig for the fourth. On the left hand, bear, rabbit, dog and robin. For the right thumb, an elephant.

They come on rings, a ring for each finger. And they are on the keys: the duck on each key from "n" and "m" to "5" and "6," the elephant on the space bar, the rabbit from "c" to "2," etc. The

letters are on the keys, too, but purposely subdued to the animal figures so that correct fingering may be the first interest. Each bank of keys, like each ring, has its own distinctive coloring as well as its own animal.

A book on typing comes with the typewriter. It is a combination of fairy tales, typing instructions, vocabulary and exercises, aimed at very young, just-beginning-to-be-literate children. An occasional moral, following the animal analogy, helps the youngster to better typing form:

"Don't sit in a hump
Like an owl on a stump!
Sit straight in your chairs
Like these little hares."

Research figures show that children supplied with typewriters in experimental kindergartens made more than four times as many attempts to write as children who were supplied only with pencils. It has been the experience of edu-



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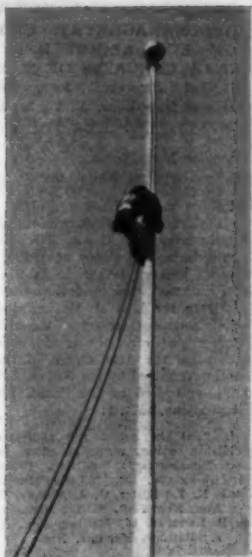
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New Y



"Hey,
you forgot
your
tatting!"



Underwood & Underwood

Girl steeplejacks have no time nor opportunity for needlework.

Yes, there are girls who work as steeplejacks, just as there are girl stenographers, nurses, teachers, cooks, barbers, undertakers, factory and mill hands, railroad laborers, long-shoremen, paper hangers, and doctors.

Ten million altogether, who work in gainful occupations.

Ten million, who do not keep house, but who read the general women's magazines. They dilute the market amazingly.

Home Arts-Needlecraft eliminates these ten million. It prints no fiction. It confines its editorial appeal to needlework, foods and cooking, housekeeping, home decoration, and similar related home arts.

It is read by homebodies—700,000 homebodies—nothing but homebodies.

They are the women you want to reach.

HOME ARTS NEEDLECRAFT

New York Chicago Boston San Francisco Los Angeles

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF MARCH 3, 1933, of **PRINTERS' INK**, published weekly at New York, N. Y., for October 1, 1935.

STATE OF NEW YORK,
COUNTY OF NEW YORK, ss:

Before me, a Notary Public in and for the State and county aforesaid, personally appeared G. A. Nichols, who, having been duly sworn according to law, deposes and says that he is the Editor of **PRINTERS' INK**, and that the following is to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption required by the Act of August 24, 1912, embodied in the Postal Laws and Regulations, to wit:

1. That the names and addresses of the publisher, editor, managing editor and business manager are: Publisher, Printers' Ink Publishing Co., Inc., 185 Madison Ave., New York, N. Y.; Editor, G. A. Nichols, 185 Madison Ave., New York, N. Y.; Managing Editor, C. B. Larrabee, 185 Madison Ave., New York, N. Y.; Business Manager, None.

2. That the owners are: Printers' Ink Publishing Co., Inc.; Estate of John Irving Homer; K. N. Homer; Richard W. Lawrence; Roy Dickinson; Douglas Taylor; G. A. Nichols; all of 185 Madison Ave., New York, N. Y.

3. That the known bondholders, mortgagees and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: There are none.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest, direct or indirect, in the said stock, bonds or other securities than as so stated by him.

G. A. Nichols,

Editor.

Sworn to and subscribed before me this 26th day of September, 1935.

Eugenia Peers Miranoff,
Notary Public, City of New York.
(My commission expires March 30, 1937.)

cators that children's interest in schoolwork is greatly intensified by the use of typewriters. On this educational advantage the L. C. Smith & Corona promotion will be founded.

• • •

The motion picture industry this week got together and paid its compliments to a man who has played an important part in its progress and development, Martin Quigley. On the occasion of the twentieth anniversary of Mr. Quigley's heraldship of the *Motion Picture Herald*, it might be expected that the industry which bows to none in the matter of showmanship would conspire to produce a colorful tribute. It did.

Twenty years is not such a very long time as time goes. But in an industry that is so closely geared to the modern tempo, in an industry that has sprung up with such amazing rapidity, twenty years is a fair-sized period indeed. And if anyone thinks not, let him get a copy of the *Motion Picture Herald* for September 28 and let him leaf through its 372 pages. He who does this cannot fail to be impressed strongly by the advances that have been made in the art of motion pictures.

To the Schoolmaster an exceedingly interesting feature is that which illustrates advertisements for the outstanding screen productions of the last two decades. What a far cry from Chaplin's 1915 brand of silent artistry, "Easy Street," to the present-day talking adaptation of Shakespeare! Equally interesting is the advertising section, not only for its bulk of 230 pages, nor its parade of famous names, but for the cleverness and ingenuity shown by certain advertisers in their congratulatory messages.

• • •

With its August issue, "The Red Barrel," house magazine of the Coca-Cola Company, instituted something that should be of interest to many manufacturers—particularly those who issue house publications having a circulation outside of the confines of company personnel.

Prior to August, copies of "The

Oct. 10, 1935
Red Barrel employees have edition of news was spaces.

"In A editor, "T lar edition and inser and distin lieve it our own rangemen regular e section i will perm keep it i

Both t company stapled a pasted-on advantag ing to M ing in l make-up

Take i than Jac in pleas while M the com found t much to consider parativel ness, ju composi his nam "Premie publicat Rayon C

"Of a be a me the form with dis salesma Big bus but I ha the trad produce formula they ha they ha ter whe a prize if your with w chances the sec "My if you time, it

Red Barrel" going to company employees had a part of the regular edition cut out and then company news was inserted in the blank spaces.

"In August," says Oscar G. Davis, editor, "I retained the entire regular edition of twenty-eight pages and inserted at the back a separate and distinct 'service section.' I believe it is an improvement, since our own personnel, under this arrangement, gets all the news of the regular edition and, as the company section is in a separate form, it will permit them to tear it out and keep it if they so wish."

Both the regular edition and the company section are individually stapled and held together with the pasted-on cover. Aside from its advantage to the employee, according to Mr. Davis, there is a saving in publication, due to easier make-up and less presswork.

• • •

Take it from no less an authority than Jack Dempsey, "There's profit in pleasing the public." The erstwhile Manassa Mauler, who since the coming of one Joe Louis has found the restaurant profession much to his liking, has become considerably engrossed in the comparatively tame problems of business, judging from the scholarly composition which appears under his name in the current issue of the "Premier Rayon Review," house publication of the International Rayon Corp.

"Of course, I never expect to be a merchandising expert," writes the former heavyweight champion with disarming modesty, "a super-salesman or a captain of industry. Big business is not exactly my line, but I have learned a few tricks of the trade that have never failed to produce good results. My simple formula is to give the public what they have a right to expect—what they have paid for. It doesn't matter whether you are performing as a prize fighter or retail merchant, if your customers are not satisfied with what they have paid for, the chances are they won't come back the second time.

"My theory has always been that if you fool your customers the first time, it's your mistake; if you fool

New—a Practical, Low-Cost Aid in Working Up Layouts

Quick, easy technique for making your advertising ideas take shape. Suggestions that help you bring out plainly the format you want, show headings, illustrations, body type in right relation; indicate typographic effects desired. By an experienced New York art director, for use by everyone who prepares advertising.

Advertising Layout and Typography

By Eugene de Lopatecki

COVERS kinds of layout—thumbnail sketches; principles of design—contrast, balance, proportion, rhythm, unity—and how to apply them; how type is calculated; how to identify, select, and use type; visualizing—tricks of the trade. Over 40 working drawings. Send for a copy. **\$3.00**

— Mail This Form —

THE RONALD PRESS COMPANY
Dept. M35, 15 E. 20th St., New York, N.Y.

Send me Advertising Layout and Typography, by de Lopatecki. Within 5 days I will send \$3.00 (plus a few cents delivery) or return the book.

Name (please print)

Firm Position

Bus. Address

City State

"GOOD ART
and HOW!"

the
buying public
appreciate it

FAWN ART STUDIOS

CLEVELAND • DETROIT • NEW YORK
PITTSBURGH • BUFFALO

EDITOR—SHOWMAN

National magazine has vacancy as associate editor for man with ideas. Must have a flair for sparking headlines, arresting blurbs, some knowledge of layout, and an understanding of the importance of presentation. Preferably one less than 35 with newspaper background and agency training. Previous magazine experience not so necessary as sound journalistic sense and active curiosity about human beings and affairs. Excellent opportunity for the right man. Give full details of experience, interests, and magazines regularly read. Also salary expected. All exhibits will be returned and all correspondence held in strict confidence. Box 880, Printers' Ink.

I WANT A JOB

FOR A START TOWARDS A "KIT OF ADVERTISING TOOLS". . . .

I have—

An interest in advertising

A University Degree

Creative ability

A willingness to start at the bottom

It may pay you to let me round out my advertising tools in your shop. Address "N," Box 164, Printers' Ink.

BINDERS

To make the files of the Printers' Ink Publications more accessible we sell binders at cost. The Weekly holding twelve copies is \$1.25, postpaid, and the Monthly holding nine copies \$2.00, postpaid. These binders are an attractive addition to any desk or library.

them the second time, it's their mistake. And, of course, I mean it's their mistake for giving you the second crack at them."

Also, "Judging from much of the newspaper advertising of many of the large retail stores in New York and other sections of the country, apparently the merchants do not rate public intelligence at a very high level. Admitting that I know little of modern merchandising methods, I think I do know something about catering to the public. I know plenty of people who have tried, and I'm still convinced that you can't kid the public any longer than it takes them to find out who and where you are. I would be afraid to try anything not up to standard in my business, because, if I did, I don't think it would be long before there wouldn't be any business."

Having no desire to dispute with a man of Mr. Dempsey's stature, the Schoolmaster passes these gems of wisdom along to the Class with no other comment than a hearty "Amen."

• • •

A Class member, finding it difficult to interview a Buffalo merchant, looked about for some unusual method of approach. His observation resulting in suggesting that a short aisle from the elevator to a near-by exit be closed so that customers would have to use a longer aisle, which took them past several more counters on which merchandise was displayed. It was tried with considerable success and our member was rewarded with the desired order.

On another occasion, this Class

LETTERHEADS

ENVELOPES

OFFICE FORMS

INVOICES

PRINTING Quick! Careful! Reasonable!

• PHONE: MURRAY HILL 4-3320 •

CUSTOMER SURVEY PRINTING

12 EAST 32ND STREET NEW YORK CITY

LEAFLETS

BROADSIDES

BOOKLETS

LABELS

PALM BEACH

NEW YORK

BEVERLY HILLS

Thos. P. LaMonica & Associates

PUBLIC RELATIONS

PUBLICITY

RADIO RELATIONS

Centre Square at Lehns Court

--

Easton, Pennsylvania

TORONTO
MONTREAL
WINNIPEG
LONDON, Ont.

GIBBONS KNOWS CANADA

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883, Printe

150
FOR 100
COPIES
8 1/2" x 11"

BUSINESS OPPORTUNITIES

PARTNER WANTED—MAN TO INVEST \$3000 in established mail order and publishing book business—Opportunity for right party—Write Box 871, care of Printers' Ink.

ARTIST'S REPRESENTATIVE, established, wishes to represent a few free lance artists, all-around artists and specialists, all types of advertising art. Box 882, Printers' Ink.

LESTER MEYERS, sales letter specialist with extensive national experience, will write or rewrite your sales letter (one ONLY) for \$5.00. Send remittance to Lester Meyers, 246 Fifth Ave., New York.

Advertising representatives and subscription managers, everywhere. Children's magazine. Parker, 305 Lyceum Bldg., Pittsburgh, Pa.

CAPITAL WANTED—PUBLISHER for publication, Junior Accountancy Correspondence Course, unusual Advertising Income feature—promotion for eighteen hours personal instruction complete. Write Box 886, care of Printers' Ink.

HELP WANTED

Opportunity for experienced salesman represent new Travel Magazine. Liberal commission with profit participation. Earning possibilities unlimited. Box 885, Printers' Ink.

Printing Salesman with active accounts and junior with connections which may be developed. Quality house, modern equipment, full co-operation. Salary or commission arrangement. Box 873, P. I.

MAKE-UP MAN

Magazines, recognized for their distinctive make-up, have a vacancy in their Advertising Department for a Make-Up Man. Give full particulars as to experience, salary, etc., in first letter. Box 874, Printers' Ink.

W A N T E D

Assistant General Manager with Sales Sense for Large Private Printing Plant near New York City. Experience and Knowledge of Costs and Up-To-Date Production Methods in Letterpress and Offset Printing Essential. Excellent opportunity for Aggressive, Ambitious man. Box 875, Printers' Ink.

Sales Executive—Nationally known organization, located in Middle West selling to retail outlets, is seeking Assistant Sales Manager.

We are looking for a young man—in his early thirties—who is ready for greater responsibilities and opportunities.

The man we desire has analytical mind, good judgment, and is patient with details. He also possesses good selling sense and has the ability to handle salesmen. Preferably he is a university graduate who has had experience in sales executive work.

Give outline of your background, in detail, state the salary expected. All replies will be held confidential. Box 883, Printers' Ink.

WANTED BY TRADE PAPER in style field, advertising solicitor who can create copy and layout ideas. State experience and salary. Address Box 889, Printers' Ink.

ASSISTANT ACCOUNT EXECUTIVE by a small agency. To an exceptionally well-rounded advertising man for his age, which is 30 or under, a splendid opportunity is offered. Box 887, P. I.

Advertising Manager

production, promotion-toilet goods experience preferred—full details—salary. Box 884, Printers' Ink.

MISCELLANEOUS

PHOTOGRAPHY BUYERS

Save money. I can give you good, modern, sane illustrations lower than your present costs; as work is done at night in my spare time. Box 888, Printers' Ink.

A GROUP OF ARTISTS, Specialists in Design, Lettering, Retouching, desire an opportunity to serve you with your Advertising Layouts, Folders, Broadsides, Displays, Catalogues. B. W. Greenwalt, 587 Fifth Avenue, New York, N. Y.

SAVE TYPESETTING AND ENGRAVING costs by Photo-Offset, most economical printing process. We reproduce direct from your copy for as little as \$1.50 a hundred copies; additional hundreds 20 cents. Samples. Laurel Process, 480 Canal St., N. Y. C. WALKER 5-0528.

POSITION WANTED

BRIGHT COPY GUY, 21, now employed, wants tough job in a growing, going-ahead agency. Capable production assistant. Will refund salary if he doesn't click. Box 877, Printers' Ink.

Manufacturer, jobber or organization just large enough to use good all round executive. Experienced sales, merchandiser, accountant, systematizer, general and office management. Box 879, P. I.

ARTIST DESIGNER—12 YEARS' EXPERIENCE IN ART DIRECTING—LAYOUT—VISUALIZING LETTERING—DESIGN. PART OR FULL TIME IN N. Y. C. BOX 881, P. I.

Advertising Manager—extensive sales-merchandising experience, seasoned producer of plans, ideas, copy, layouts, publicity, general sales-promotion. Seeks manufacturer or agency connection. Box 872, Printers' Ink.

Man of sixteen years proven-successful sales management, sales promotion, and market research, now employed, highest type references, wants to help build up new product or revive old. Future—not first salary—important. Box 876, P. I.

AGENCY SALESMAN

City-seasoned salesman, now employed by respected agency, wants more active service. He can develop cold leads into new business for some agent or publisher. Creditable appearance; intelligent solicitation; ten years in advertising. Christian, age 35. Salary basis. Box 878, Printers' Ink.



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ASSURING ALL THE USUAL VALUES OF

INDUSTRIAL EQUIPMENT NEWS
What's New

EQUIPMENT **PARTS** **MATERIALS**

WHAT'S NEW THIS MONTH

HERE AND THERE

**PUBLICATION
ADVERTISING
— — PLUS
★ INQUIRIES!**

(Accepted Applicant CCA)

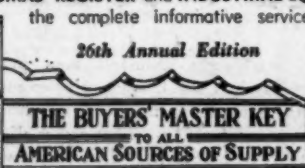
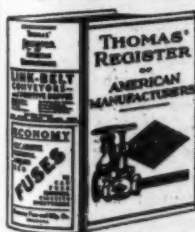
Started in May, 1933, free from hampering tradition or mechanical procedure, Industrial Equipment News has thus been able to immediately apply modern design to publishing . . . has been designed from stem to stern to assure improved reader utility and lower advertising cost.

Result? 40,000 operating men in industry have already definitely okayed its greater utility and 250 advertisers are benefiting from its improved delivery of all the usual benefits of publication advertising at a materially lowered cost and from a large *plusage* . . . namely active buyer *inquiries*.

★22,322 inquiries forwarded through our office alone since January, 1935.
(Standard advertising representation still available at \$69 to \$75 per month.)

Thomas' Complete Purchasing Service

The combination of **THOMAS' REGISTER** and **INDUSTRIAL EQUIPMENT NEWS**



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the complete informative service for purchasing activities in continuous use by a major portion of the total industrial and business purchasing power of the U. S. — all lines — Everywhere.

ABOUT TO CLOSE FOR 1936

The annual Register is the **complete file record** for all established products, showing names of all Manufacturers, etc., and descriptive matter for many of them—thus offering the obvious value of a **complete directory** combined with the **most comprehensive collective catalogue**. The monthly "I-E-N" continuously reports new developments as they appear throughout the year, between the annual publication dates of the **REGISTER**.

Thomas Publishing Co., 461 8th Ave., New York

INQUIRY
 PLUS
 ADVERTISING
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PRINTERS' INK

1934.10.23



Industrial equipment...
 The...
 The...
 The...
 The...

Advance!

Sixty-eight thousand men planked down checks in Cook County sales rooms during the first 8 months of this year, and drove away with new automobiles. That makes all records back to 1929 look petty. Last year's was beaten by 50 per cent.

Are you taking advantage of the great sales opportunities this market presents?

A Tribune representative will be glad to help you work out an advertising program to get more business this fall.

Chicago Tribune
THE WORLD'S GREATEST NEWSPAPER

**NEWSPAPER ADVERTISING IS
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